



MOBILISE CALL

Financial Support for Third Parties

Ideathon Report Part A (Public)

PoliRuralPlus has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101136910.

Disclaimer

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA).

Neither the European Union nor the granting authority can be held responsible for them.



**Funded by
the European Union**



<i>Project title</i>	<i>Provide the full name of your project as submitted under the Mobilise Call</i>
Project short name	<i>AI4RURAL IDEATHON</i>
Pilot Region	<i>Pilot 7 - Spain</i>
Organisation	<i>ASOCIACIÓN PARA LA INVESTIGACIÓN Y DESARROLLO TECNOLÓGICO DE LA INDUSTRIA DE CASTILLA - LA MANCHA (ITECAM)</i>
Author(s)	<i>Pedro Tomás Ruiz Plaza</i>
Submission date	<i>November 28, 2025</i>
Version	<i>1.0</i>

Table of Contents

Contents

Executive Summary.....	5
1. Objectives and Structure of the Ideathon.....	6
1.1. Territorial and Strategic Contextualisation.....	6
1.1.1. The Sierra and Mancha Conquense: a territory in transformation.....	6
1.1.2. The rol of PoliRuralPlus	7
1.1.3. Relevance of the IDEATHON as a territorial innovation tool	7
1.2. General Objectives of the Ideathon	8
1.3. Preparation of the Ideathon: design, planning, and production	8
1.3.1. Creation of the event microweb.....	8
1.3.2. Preparation of the rules and conditions.....	10
1.3.3. Creation of the event logo and visual identity	11
1.3.4. Selection of the venue: Finca La Estacada	13
1.3.5. Search and selection of specialised mentors.....	14
1.3.6. Contact and recruitment of companies for success cases and technological showrooms.....	14
1.3.7. Prior dissemination: multichannel strategy and recruitment effort.....	15
1.4. Structure of the IDEATHON.....	15
1.5. The three challenges of the event	15
1.6. Agenda of the event day	16
2. Implementation and Results	19
2.1. Territorial challenges addressed	19
2.2. Participating teams	20
2.3. Projects presented (overview).....	21
2.4. Jury evaluation and applied criteria.....	22
2.5. Analysis of evaluations.....	22
2.6. Strategic Use of PoliRuralPlus Tools in the AI4RURAL Ideathon.....	23
2.6.1. Objective of the technical presentation on POLIRURALPLUS tools.....	23
2.6.2. Operational description of the PoliRuralPlus tools.....	24
2.6.3. Direct application to the ideas generated in the IDEATHON AI4RURAL.....	25
2.6.4. Conclusion on tools	27
2.7. Overall results of the ideathon.....	27
2.8. Contribution to PoliRuralPlus objectives	28
3. Media Outputs	28
3.1. Social media posts (44 outputs).....	29

3.2. Blogs of the PoliRuralPlus project (3 publications)	41
3.3. Articles (2 deliverables).....	45
3.4. Other publications and press releases	48
3.5. Graphic and audiovisual evidence	63
3.6. Global impact of communication	65
3.6.1. Quantitative reach.....	65
3.6.2. Qualitative reach.....	65
3.7. Conclusion of Media Outputs	65
4. Conclusions	65
4.1. Overall evaluation of the success of the event.....	65
4.2. Territorial impact and strategic relevance	67
4.2.1. Rural–urban connection.....	67
4.2.2. Boost to rural digitalisation	67
4.2.3. Improvement of social and professional capital	67
4.2.4. Medium-term economic impact.....	67
4.3. Scaling and replicability potential	68
4.4. Limitations and difficulties faced	68
4.4.1. Participant recruitment.....	68
4.4.2. Limited event time.....	68
4.4.3. Technical complexity of some challenges	69
4.5. Possible next steps	69
4.6. Final conclusion.....	69
Additional Supporting Materials:	22

Executive Summary

This document constitutes the complete technical justification of the IDEATHON AI4RURAL, an intensive creativity and innovation event held on 20 November 2025 in Tarancón (Cuenca), framed within the European project PoliRuralPlus. Its purpose was to promote solutions based on Artificial Intelligence (AI) and advanced digital technologies to address the challenges of the Sierra and Mancha Conquense territory, particularly regarding:

- Smart Rural Tourism
- Smart Forest Management
- Digitalisation of Cultural Heritage

The event brought together around thirty participants, including professionals, entrepreneurs, technology companies, territorial agents, specialised mentors and collaborating entities. Although the initial objective established a range of 25–30 participants, the event had 19 registered participants, although only 10 participants with 9 challenges ultimately attended. The technical session, success stories and showrooms were attended by 6 people, which, together with ITECAM staff, mentors and speakers, brought the total number of attendees to around 30. Emphasis should be placed on all the outreach efforts, including phone calls, direct contacts, active search for suitable profiles and coordination with local entities.

Throughout a structured and guided day, participants developed innovative ideas with the support of specialised mentors, real success cases and a technological showroom specifically designed to accelerate creativity and the preliminary validation of proposals. Each project was subsequently submitted to deliberation by an expert jury.

The winning participant was Frédéric Fyon with the project RecomIA, focused on improving community composting through wireless sensors and AI tools for remote monitoring, automated guidance and regulatory compliance. As stated in the official note, the initiative stood out for its impact on sustainability, its scalable capacity and its contribution to community collaboration.

The IDEATHON was supported by an intensive preparatory effort, which included:

- Creation of a specific microweb within Itecam's corporate website:
<https://www.itecam.com/es/ideathonai4rural> where all information, registrations, official documentation and dissemination were centralised.
- Preparation of complete rules and conditions for the ideathon.
- Creation of a specific logo, graphic elements and signage materials (roll-up, posters, table signage by challenge, symbolic cheque for the winner).
- Design of an associated technical day, including presentations, success cases and technological demonstrators.
- Active search for mentors for each challenge.
- Coordination with external companies for success cases and showrooms.

- Hiring of a high-value space for networking and creativity (Finca La Estacada), aligned with the objectives of the event.
- Intensive dissemination on social media, blogs and media outlets:
 - 11 LinkedIn publications, replicated on X, Instagram, and Bluesky = 44 publications in total (social media of Itecam)
 - 3 PoliRuralPlus blogs published on the official website of PoliRural Plus.
 - 2 published articles published on the official website of PoliRural Plus..
 - Press release in the media, with some radio interviews.
 - Publications in websites and social media of collaborators and partners.

The results of the IDEATHON AI4RURAL directly contribute to the objectives of PoliRuralPlus by fostering:

- AI-based innovation in rural environments.
- New dynamics of territorial entrepreneurship.
- Collaboration among public, private and social actors.
- Generation of demonstrator pilots.
- Rural–urban connection based on knowledge and technology.

For all these reasons, this document provides a detailed account of all phases, results, lessons learned and evidence from the event, as well as the technical annexes with each project submitted, the jury's evaluations and the communication outputs generated.

1. Objectives and Structure of the Ideathon

1.1. Territorial and Strategic Contextualisation

1.1.1. The Sierra and Mancha Conquense: a territory in transformation

The Sierra and Mancha Conquense constitutes a territory of great natural, forest, heritage and tourist value, with a strong cultural identity and a business and social fabric committed to its development. However, as outlined in the published blogs, several structural challenges stand out, among them:

- The need to attract and retain population.
- Boosting sustainable tourism that generates a continuous flow of visitors.
- Leveraging the ecological and economic value of its woodlands.
- Preserving and digitalising its cultural heritage.
- Promoting innovative economic activities aligned with the territory.

As stated in the blog on the digitalisation of cultural heritage, the region combines physical and intangible assets that require new tools to be valorised:

“Cultural heritage conveys and enhances the tangible and intangible values of the past to better understand our present and future.”

In parallel, the blog on smart rural tourism highlights that:

“That place where nature reigns, cultural heritage coexists with the local community and gastronomy delights the senses... needs greater visibility to connect with those who have not yet discovered it.”

And thirdly, the blog oriented toward technology and creativity applied to the territory emphasises the opportunity that AI represents to accelerate this process of rural transformation.

1.1.2. The rol of PoliRuralPlus

PoliRuralPlus, funded by Horizon Europe, promotes new forms of rural innovation supported by:

- Artificial Intelligence
- Predictive models
- Advanced data platforms
- Territorial analysis
- Co-creation with stakeholders

The IDEATHON AI4RURAL is conceived as a key action within this framework, contributing to:

- Refining territorial challenges through co-creation.
- Generating initial prototypes for future pilots.
- Activating local and regional innovation networks.
- Highlighting replicable success cases.
- Aligning advanced technologies with real territorial needs.

1.1.3. Relevance of the IDEATHON as a territorial innovation tool

The ideathon makes it possible to:

- Address complex problems through agile methodologies.
- Bring together diverse actors: administration, companies, universities, citizens, associative fabric...
- Generate high-value ideas in a short time.
- Facilitate networking spaces that foster territorial collaboration.
- Accelerate creativity through mentor support.

The format is especially relevant in rural areas because it:

- Supports local dynamisation.
- Encourages entrepreneurship.
- Reduces digital gaps.
- Helps imagine possible futures.

- Positions the territory as an active agent of innovation.

1.2. General Objectives of the Ideathon

The IDEATHON AI4RURAL was conceived as a strategic territorial innovation action within the framework of PoliRuralPlus, with the following main objectives:

1. Promote the development of innovative ideas

Encourage local creativity to solve real challenges related to smart rural tourism, forest management and heritage digitalisation.

2. Integrate Artificial Intelligence into the territory

Explore the potential of AI as an accessible and useful tool to improve rural sustainability, optimise resources and generate new opportunities.

3. Boost collaboration among territorial actors

Connect companies, entrepreneurs, public entities, associations and citizens, fostering the creation of alliances and collaborative networks.

4. Generate prototypes with potential for real pilots

Identify viable solutions that can become proof-of-concept pilots within the PoliRuralPlus project or future territorial actions.

5. Highlight success stories and technologies applied to rural environments

Inspire and train participants through a technical day, technological demonstrators and real examples applied in the region.

6. Strengthen the rural–urban link

Create solutions that promote:

- The attraction of visitors
- The preservation of heritage
- Entrepreneurship
- The sustainable management of forest ecosystems
- The digital and economic connection between communities

1.3. Preparation of the Ideathon: design, planning, and production

The preparation of the IDEATHON AI4RURAL required intensive work in planning, design, coordination, and communication, which began months before the event. Below are the main milestones of this phase, essential for understanding the quality and coherence of the final result.

1.3.1. Creation of the event microweb

To centralise all information, a specific web microsite was developed within the ITECAM portal:

<https://www.itecam.com/es/ideathonai4rural>

This platform contained:

- Information about the event, methodology, and objectives.
- Online registration form.
- The three official challenges of the ideathon.
- Full agenda.
- Rules and conditions (downloadable).
- Contact details.
- Information about collaborators and mentors.

The banner features the ITECAM logo on the left and the POLIRURAL plus logo on the right. The central text reads 'IDEATHON AI 4 RURAL'. To the right of the title, a green box contains the date '20 de noviembre' and the location 'Tarancón (Cuenca)'. Below this, a small European Union flag is accompanied by text stating: 'Este proyecto ha recibido financiación del proyecto PoliruralPlus, financiado por el programa de Investigación e Innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención n° 101136910'. The bottom section of the banner is orange and contains three white icons with text: 'INSCRIPCIÓN ONLINE', 'PLAZO DE PRESENTACIÓN DE PROPUESTAS: hasta el 14 de noviembre', and 'CONSULTA LAS BASES Y CONDICIONES'.

¿QUÉ ES AI4RURAL?

AI4RURAL es un IDEATHON de un día de duración que reúne a personas creativas, innovadoras y comprometidas con el desarrollo sostenible del medio rural de la Sierra y Mancha Conquense. Durante esta jornada intensiva de cocreación, las ideas preseleccionadas derivarán en soluciones tecnológicas innovadoras basadas en Inteligencia Artificial y tecnologías digitales aplicadas a tres grandes retos clave:

RETO 1



TURISMO RURAL INTELIGENTE

Cómo atraer visitantes de forma sostenible, conectada y personalizada.

RETO 2



GESTIÓN FORESTAL INTELIGENTE

Cómo proteger, monitorizar y valorar nuestros bosques con tecnología avanzada.

RETO 3



DIGITALIZACIÓN DEL PATRIMONIO CULTURAL

Cómo reinterpretar y acercar el legado cultural a nuevos públicos a través de IA y experiencias inmersivas.

MENTORIZACIÓN PROFESIONAL

Durante todo el IDEATHON, cada reto contará con un mentor experto de apoyo a los participantes, con el fin de que puedan guiarles ese día en el proceso de diseño, validación y prototipado de las ideas.

Quién puede participar

Premios

Cuándo y dónde

Agenda

Pasos a seguir

Contacto

Organiza



Colaboran



Cofinanciado por



The microweb played a crucial role in:

1. Unify and disseminate communication.
2. Facilitating registration.
3. Providing transparency.
4. Aligning the visual identity of the event.

1.3.2. Preparation of the rules and conditions

A formal document was prepared with the contest rules, describing:

- Purpose of the ideathon.
- Participation requirements.
- Description of the challenges.
- Evaluation criteria.
 - o Initial evaluation, associated with the information requested in the registration form:
 - Presentation of the idea (Title + Selected Challenge + Executive Summary)
 - Context and Problem (brief explanation of the current situation, detected opportunity, target audience, and what benefits solving it would bring)
 - Initial differential value (what makes it different)
 - o Evaluation on the day of the ideathon.
- Intellectual property rights.
- Presentation rules (pitch).
- Awards.

- Specific conditions of the PoliRuralPlus project.

The rules ensured the rigour of the process and offered a clear framework for all participants.

1.3.3. Creation of the event logo and visual identity

The event had its own logo, aligned with the aesthetics of PoliRuralPlus but adapted to the creative approach of the ideathon.

The following were also designed:

- Official event roll-up
- Posters for the division of tables by challenges
- Internal signage
- Symbolic foamboard cheque for the award ceremony
- Graphic templates for social media
- Banners for the website and blogs

This material facilitated:

- The visual coherence of the event.
- The differentiated presence of the ideathon within the project.
- Professionalism in the staging.

Below are shown both the logo and some other designed elements:



Banner:



Other images from the website:



Award cheque:



Event dissemination email:

IDEATHON AI4RURAL - Participa en el evento de las ideas brillantes (20 de noviembre - FINCA LA ESTACADA TARANCÓN)

Cristina Sierra López
Para

Responder Responder a todos Reenviar

ma. 14/10/2025 9:58

IDEATHON AI 4 RURAL
El 20 de noviembre, 5 retos para desarrollar tu idea.

Estimado amigo@,

¿Lo tuyo es la **innovación**? ¿Tienes una idea en mente que quieres desarrollar para impulsar el entorno rural de la **Sierra y Mancha Conquense**? Lo que te vamos a contar, te interesa.

En el marco del proyecto POLIRURAL PLUS, ITECAM (Centro Tecnológico Industrial de Castilla-La Mancha) organiza IDEATHON de un día de duración que reunirá a personas creativas, innovadoras y comprometidas con el desarrollo sostenible del medio rural de la provincia de Cuenca en una jornada intensiva de co-creación que se celebrará el **20 de noviembre en Tarancón (Cuenca)**.

Los participantes deberán presentar una idea INNOVADORA y VIABLE que impulse el desarrollo sostenible de la Sierra y Mancha Conquense a través de **soluciones tecnológicas innovadoras** basadas en **inteligencia artificial y tecnologías digitales**. Las personas participantes optarán al **Premio a la mejor IDEA** con una dotación económica de **1.000 €** si su idea resulta galardonada, además de tener acceso a acompañamiento técnico y la posibilidad de realizar un proyecto piloto.

Si todo esto te suena bien y te apetece sumarte al Ideathon AI4RURAL, deberás seleccionar uno de estos 3 retos para desarrollar tu idea:

- ✓ **Reto 1 - Turismo rural inteligente**: Cómo atraer visitantes de forma sostenible, conectada y personalizada.
- ✓ **Reto 2 - Gestión forestal inteligente**: Cómo proteger, monitorizar y valorar nuestros bosques con tecnología avanzada.
- ✓ **Reto 3 - Digitalización del patrimonio cultural**: Cómo reinterpretar y acercar el legado cultural a nuevos públicos a través de IA y experiencias inmersivas.

Consultar toda la información del evento a través de este enlace: <https://www.itecam.com/es/ideathonai4rural>

Basas y condiciones [AQUÍ](#)

Inscripción gratuita y presentación de propuestas online antes del 4 de noviembre [en este enlace](#)

Ahora tienes la oportunidad de dar forma a ese proyecto que te ronda la cabeza de la mano de **mentores especializados** en un entorno de lo más inspirador. Cada reto contará con un mentor experto de apoyo a los participantes, con el fin de guiarles durante el proceso de diseño, validación y prototipado de las ideas.

Ahora tienes la oportunidad de dar forma a ese proyecto que te ronda la cabeza de la mano de **mentores especializados** en un entorno de lo más inspirador. Cada reto contará con un mentor experto de apoyo a los participantes, con el fin de guiarles durante el proceso de diseño, validación y prototipado de las ideas.

FECHA: 20 de noviembre

HORARIO: de 09:00 a 19:30 horas

LUGAR: Finca La Estacada Tarancón
Carretera N-400, km 103
Tarancón (Cuenca)

Puedes compartir esta invitación con todos aquellos que creas puedan estar interesados.

JÚNETE Y PARTICIPA!

Este proyecto ha recibido financiación del proyecto PoliruralPlus, financiado por el programa de Investigación e Innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 1010369/0

¿A qué se refiere este aviso? Este aviso se refiere al proyecto de ley de acceso a la información pública, aprobado por el Parlamento Europeo y del Consejo, el 27 de abril de 2016.
Resolución: "El acceso a la información pública es un derecho fundamental de los ciudadanos de la Unión Europea".
Finalidad: "Garantizar el acceso a la información pública de los organismos de la Unión Europea".
Plazo de validez: "Este aviso será de aplicación durante el periodo de vigencia del presente aviso".
Legitimación: "El acceso a la información pública es un derecho fundamental de los ciudadanos de la Unión Europea".
Destinatarios: "Este aviso se dirige a todos los ciudadanos de la Unión Europea".
Derechos: "Acceder, recibir y copiar la información pública, salvo en los casos excepcionales de la información pública".
Información adicional: "Pueden consultarse los datos de contacto y la información pública de los organismos de la Unión Europea".

1.3.4. Selection of the venue: Finca La Estacada

After analysing several options, Finca La Estacada (Tarancón) was selected, a benchmark space in wine tourism that met the desired characteristics:

- Inspiring, natural and creative environment.
- Spacious areas for group work.
- Rooms equipped for showrooms and presentations.
- Possibility of carrying out networking in a pleasant environment.
- Proximity to Tarancón.

This space provided a differential value to the event, becoming a catalyst for the creative atmosphere that was sought.



Indoor areas for idea exhibition and working group meetings:





1.3.5. Search and selection of specialised mentors

Each challenge needed to have an expert mentor capable of guiding the teams during the ideation process.

ITECAM carried out:

- An active search for professionals specialised in AI, tourism, forest management, and heritage.
- Direct phone calls.
- Institutional and business coordination.
- Validation of each mentor's profile according to experience and approach.

The mentors were selected based on:

- Demonstrated experience.
- Technical advisory capacity.
- Connection with the territory.
- Management of innovation methodologies.

This process was key to ensuring that the teams received high-level guidance.

1.3.6. Contact and recruitment of companies for success cases and technological showrooms

For the success cases and technological showrooms, the aim was to present real projects capable of providing value through:

- Technological demonstrators.
- Active pilots.
- Cases applied to the territory.

The result was three high-impact presentations:

- AI applied to rural wine tourism
- Monitoring of reforestations with multispectral drones

- Smart digitalisation of cultural heritage

The combination of technology, territory and real cases was a differentiating element of the event.

1.3.7. Prior dissemination: multichannel strategy and recruitment effort

The dissemination of the ideathon was one of the most demanding tasks in the preparation process.

It included:

- 11 original LinkedIn posts replicated across 3 additional social networks (Bluesky, Instagram, and X), making a total of 44 social media posts.
- Publication and dissemination of 3 blogs in the corresponding section on the PoliRuralPlus website.
- Publication and dissemination of 2 articles in the corresponding section on the PoliRuralPlus website.
- Dissemination through websites and social media channels of collaborating entities and partners.
- Personalised phone calls to potential participants.
- Direct contact with companies, associations and territorial agents.
- Coordination with Tarancón City Council, Social Innolobas, CEOE CEPYME Cuenca, Adesiman and other entities.

Although the ideal maximum number of 25 challenge participants was not ultimately reached, the effort invested was very significant and resulted in a diverse, engaged and highly professional group of participants. The event had 19 registered participants, although only 10 participants with 9 challenges ultimately attended. The technical session, success stories and showrooms were attended by 6 people, which, together with ITECAM staff, mentors and speakers, brought the total number of attendees to around 30.

1.4. Structure of the IDEATHON

The IDEATHON was designed to last a full day, combining:

- Technical training
- Inspiration
- Demonstrators
- Intensive mentoring
- Collaborative work
- Final presentation
- Evaluation by a jury

All of this accompanied by networking spaces to foster lasting relationships among attendees.

1.5. The three challenges of the event

The official challenges of the IDEATHON AI4RURAL were the following:

Challenge 1: Digitalization of Rural Tourism

How can AI solutions be applied to improve the planning, promotion, and personalisation of the tourist experience in the Serranía de Cuenca, fostering participatory and sustainable tourism?

The aim is to attract visitors from urban areas through digital tools that connect local offerings with external demand, promoting more efficient and sustainable rural tourism.

Challenge 2: Smart Forest Management

How can AI technologies be used for monitoring, predictive analysis, and decision-making in the management of forested areas?

This challenge seeks to strengthen both environmental and economic sustainability in the region, reinforcing the connection between rural conservation and ecosystem services that are valuable for urban settings.

Challenge 3: Digitalization of Cultural Heritage

Inspired by previous initiatives such as the heritage interpretation experience in Segóbriga —particularly the augmented reality glasses that allow visitors to experience the Roman city immersively— this challenge focuses on AI solutions designed to improve access, dissemination, and the enhancement of the region’s cultural heritage.

The goal is to connect these assets with new urban audiences through advanced digital technologies.

1.6. Agenda of the event day

The following is a developed and detailed description of the official agenda, explaining what happened in each phase:

▪ 9:00 – 9:30 Registration and welcome

Reception of participants, delivery of accreditations and materials, institutional welcome by ITECAM and collaborators.

A relaxed initial atmosphere was generated, which facilitated the first informal contacts among attendees.

▪ 9:30 – 11:00 Technical session: Introduction to AI in rural environments

Session delivered by specialists from ITECAM’s Digital Transformation Area.

Developed content:

- Key concepts of AI and data intelligence.
- Real applications in tourism, agriculture, environment, and heritage.
- Use cases in rural areas.
- Basic demonstrations of PoliRuralPlus tools.

Participants asked questions, shared concerns, and began identifying opportunities applicable to their challenges.

The technical session began with a presentation delivered by Cristina Conejo, offering a clear, accessible, and applied vision of Artificial Intelligence, specifically adapted to the rural context.

The technical session addressed:

- What Artificial Intelligence is and its different levels (general AI, ML, Deep Learning, LLM).
- What AI is currently being used for in the real world.
- Use cases applied to the agri-food, tourism, and environmental sectors.
- Practical examples of prediction, classification, logistical optimisation, data analysis, and virtual assistants using RAG.
- Ethical implications, regulation (AI Act), and good practices in privacy and data processing.
- Introduction to the approach of AI applied to the territory, in line with the strategic direction of PoliRuralPlus.

This initial block was key for participants to:

- Lose their initial fear of AI.
- Identify opportunities for use in their own projects.
- Understand the value of data for decision-making.
- Adopt a more strategic and realistic vision of technology.

Within the technical session, a contribution was included from Alejo Martín Arias Filippo, Full Stack Engineer at Social Innolabs, to present the official PoliRuralPlus tools available to support participants and future regional pilots.

Through a remote demonstration, the main functionalities of the ecosystem tools were explained, thus providing:

- Concrete tools for idea development;
- Data-based inspiration and European experiences;
- Technical references to strengthen the viability of the proposals;
- A key resource for mentors to guide the teams;
- A clear bridge between the ideathon and the pilots of the PoliRuralPlus project.

▪ 11:00 – 11:30 Networking and coffee break

A key moment for breaking the ice and beginning to generate synergies.

Participants, mentors and companies began conversations that would later influence the development of ideas.

▪ 11:30 – 12:30 Presentation of success cases and technological showrooms

Three inspiring interventions:

“AI applied to rural wine tourism” – Cristina Conejo, ITECAM

- Demonstration of intelligent visitor segmentation.
- Recommendation and marketing tools.
- Added value of digital wine tourism.

“Monitoring of reforestations with multispectral drone images” – Diego López Torrijos, Dendron Soluciones

- Vegetation analysis through multispectral maps.
- Applications for forest control and restoration.

“Smart digitalisation applied to cultural heritage” – Julio Valero, ITECAM

- Digital twin of heritage elements.
- Augmented reality and immersive experiences.

These sessions provided inspiration, real technical cases, and a vision of the future, essential for strengthening the participants' approach.

▪ **12:30 – 13:30 Start of the challenge phase (specialised mentoring)**

Participants divided by challenges and began the ideation process.

The mentors guided:

- Problem definition
- User analysis
- Advanced ideation
- Validation of initial proposals
- Potential use of AI

A highly active dynamic was generated, with whiteboards, post-its and digital tools.

▪ **13:30 – 15:00 Lunch + networking**

A key space to deepen relationships, share preliminary progress and discuss questions with mentors.

▪ **15:00 – 16:30 Continuation of the challenge phase (specialised mentoring)**

With ideas already defined, the teams:

- Structured their proposal.
- Prepared functional schemes.
- Identified necessary technologies and data.
- Assessed rural–urban impact.
- Prepared a first draft pitch.

Mentors intervened actively, improving the technical quality of the proposals.

▪ **16:30 – 17:00 Preparation of presentations**

In this final phase, each team:

- Prepared the final slides.
- Refined its pitch.
- Rehearsed the presentation.
- Received last-minute advice from mentors.

▪ **17:00 – 17:30 Networking and coffee break**

A relaxation moment before the final session.

It was also a space where several teams exchanged cross-feedback.

▪ **17:30 – 18:45 Final pitch before the jury**

Each team defended its project in 5 minutes, followed by 3 minutes of questions from the jury.

The evaluated criteria were:

- Originality
- Alignment with the challenge
- Rural–urban impact
- Viability
- Integration of AI
- Presentation

▪ **18:45 – 19:00 Jury deliberation**

Intense debate by the jury, review of scores, and confirmation of the winner.

▪ **19:00 – 19:30 Closing and awards ceremony**

Presentation of the symbolic cheque, official photographs and closing remarks.



2. Implementation and Results

The implementation phase of the IDEATHON AI4RURAL constitutes the operational core of the event. This section describes the challenges addressed, the profiles of the participating teams, the day's dynamics, as well as the results obtained, including the analysis of the winner, the ranking by scores and the overall contributions to the territory of the Sierra and Mancha Conquense.

2.1. Territorial challenges addressed

The three challenges of the ideathon responded to real issues in the territory, previously identified in the PoliRuralPlus analysis, as well as in local assessments carried out.

Challenge 1: Smart Rural Tourism

Identified challenges:

- Seasonality and low visitor numbers during certain periods.
- Lack of digital tools to analyse flows and preferences.
- Low online visibility of the territory.
- Need for more immersive and interactive experiences.

In the published blogs, the importance of improving the visibility of the destination and its capacity to attract visitors through technology is highlighted.

Publication link: [How to Promote Smart Rural Tourism in the Sierra and Mancha Conquense — PoliruralPlus](#)

Challenge 2: Smart Forest Management

Challenges:

- Insufficient monitoring of forest areas.
- Limitations in the prevention and early detection of risks.
- Need for digital tools to valorise forest resources.
- Lack of predictive models and field sensors.

The blog on smart forest management describes an environment where multispectral technologies, remote sensing, and advanced analysis can revolutionise traditional work.

Publication link: [Smart Forest Management: Connecting the Ecological Value of Forests with the Local Economy — PoliruralPlus](#)

Challenge 3: Digitalisation of Cultural Heritage

Challenges:

- Loss of visibility of local heritage.
- Lack of advanced digitalisation and cataloguing.
- Limited availability of immersive tools.
- Disconnection between heritage and the tourist experience.

The blog on cultural digitalisation highlights that:

“Cultural heritage conveys tangible and intangible values that help us better understand our present.”

Publication link: [Digitalisation of Cultural Heritage: Past, Present and Future Come Together in the Sierra and Mancha of Cuenca — PoliruralPlus](#)

2.2. Participating teams

Below are the ideas (projects) that were registered for the ideathon together with their assigned challenge and work focus:

1. Alberto Gomez (Turicleta) “Turicleta” – Smart Rural Tourism
2. Jose María Fernández (Nomad Prompters) “Valdoria Luxury Resort & Spa” – Smart Rural Tourism

3. Sandra Sanchez (3D Twins) “Castilla Inmersiva” – Digitalisation of Cultural Heritage
4. Maro Silvestre (EA! Estrategia y Acción Sostenibilidad Rural) “MemorIA Viva Rural” – Digitalisation of Cultural Heritage
5. Héctor Abarca “Optimus Silva” – Smart Forest Management
6. Frederic Fyon “RecomIA” – Gestión Forestal (**GANADOR**)
7. Jesús Bernalte “WineRobotic” – Technological tourism / digital agro-tourism
8. Alvarón Tarancón (Nemétona) “arIAdna” – Cultural Heritage and accessibility
9. Pablo Romero “El Bosque Encantado” – forest management + financial education

Each presented an innovative technological proposal based on AI, data or digital technologies, structured and prototyped during the event day.

2.3. Projects presented (overview)

Project 1 – Turicleta

Application aimed at encouraging smart cycle routes through AI, geolocation, and personalised recommendations.

Project 2 – Valdoria Luxury Resort & Spa

Premium tourism experience proposal integrating AI for personalisation, smart accommodation management, and immersive experiences.

Project 3 – Castilla Inmersiva

Platform focused on digital reconstructions, VR experiences, and transmedia heritage narratives.

Project 4 – MemorIA Viva Rural

Project focused on preserving customs, traditions, and intergenerational stories through generative AI.

Project 5 – Optimus Silva

Forest solution based on remote sensing, predictive analysis, and monitoring of forest masses using AI.

Project 6 – RecomIA (WINNER)

Integrated system for community composting management, including:

- Wireless sensors
- Remote monitoring platform
- Predictive analysis
- Intelligent assistant
- Automation of administrative procedures
- Digital training for users

The project was particularly relevant for combining:

- Accessible technology

- High environmental impact
- Scalable solution
- Direct connection with European policies (mandatory recycling)

As stated in the official event note:

“The initiative stood out for its contribution to community collaboration, technological development, and rural sustainability.”

Project 7 – WineRobotic

Integration of robotics and AI in wine tourism processes and automation of field tasks.

Project 8 – arIAdna

Hybrid project of accessibility, smart signage, and cultural digitalisation.

Project 9 – El Bosque Encantado

Ecosystem strategy combining reforestation, financial education, carbon sinks, and sustainable business models.

2.4. Jury evaluation and applied criteria

The criteria were taken from the official ideathon rules and were applied rigorously:

- Clarity and attractiveness of the idea
- Alignment with the objectives of the chosen challenge
- Impact potential (economic, social, or environmental)
- Originality and innovation
- Development and maturation of the idea
- Feasibility and applicability
- Economic/social/environmental impact
- Creativity and innovation
- Use or integration of PoliRuralPlus tools
- Final presentation/pitch
- Use of mentorship

2.5. Analysis of evaluations

The jury's evaluation was carried out following the criteria established in the IDEATHON rules, applied to each participant based on:

- Initial evaluation (20 points)
- Evaluation of development and maturity (80 points)
- Final evaluation (100 total points)

Complete table of final scores by participant:

Participant - Project	Total score	Associated challenge
Frédéric Fyon – RecomIA	92	Smart Forest Management
Turicleta – Turicleta	91	Smart Rural Tourism
Hector Abarca - Optimus Silva	90	Smart Forest Management
Nemétona - arIAdna	82	Smart Forest Management
3D Twins – Castilla Inmersiva	76	Digitalisation of Cultural Heritage
Jesús Bernalte - WineRobotic	70	Smart Forest Management
Nomad Prompters – Valdoria Luxry Rsort & Spa	68	Smart Rural Tourism
Maro Silvestre – MemorIA Viva Rural	59	Digitalisation of Cultural Heritage
Pablo Romero – El Bosque Encantado	43	Smart Forest Management

This ranking clearly shows the technical superiority, impact and coherence of the RecomIA project, as well as the high level of competitiveness among the top three positions, separated by only two points.

Analysing the average scores per challenge:

- The Tourism challenge shows the highest average (79.5).
- Forest management was the most competitive (highest number of projects and three above 80).
- Heritage presents strong proposals although with greater variability.

2.6. Strategic Use of PoliRuralPlus Tools in the AI4RURAL Ideathon

The technical session of the IDEATHON AI4RURAL included, in addition to the introductory presentation on Artificial Intelligence by Cristina Conejo, a specific session led by Alejo Martin Arias (Fundación Social Innolabs) dedicated to explaining the digital tools of the PoliRuralPlus ecosystem. This part played a central role in the methodological approach of the event, as it provided participants and mentors with advanced tools to guide, justify and strengthen the ideas developed during the ideathon.

The tools presented —Advisor, Jackdaw, MAATool, Magpie, Vulture, and Reference Database— constitute the digital backbone of PoliRuralPlus and are designed to support processes of territorial analysis, participatory innovation, co-design, and strategic planning in European rural contexts.

2.6.1. Objective of the technical presentation on POLIRURALPLUS tools

The intervention of Alejo Martin allowed to:

- Connect the ideathon with the technological ecosystem of the project.
- Show participants real tools that they could use in their ideas.

- Facilitate the work of the mentors, who were able to recommend specific solutions depending on the type of project.
- Align the work of the ideathon with the future Regional Action Plans (RAPs).
- Provide teams with resources to support their proposals with data, references, and maps.
- Increase the technical viability of the projects presented.

This session was conceived as a gateway between the creativity of the ideathon and the digital infrastructure of PoliRuralPlus, ensuring strategic coherence with the objectives of the Horizon Europe programme.

2.6.2. Operational description of the PoliRuralPlus tools

Below is a consolidated explanation of each tool, based on the demonstration provided by Social Innolabs during the technical session.

1. Advisor

Tool for the interactive analysis of the PoliRuralPlus Knowledge Space.

It allows:

- interpreting territorial data,
- identifying problems and opportunities,
- supporting proposals with evidence,
- improving the initial diagnosis of a project.

Ideal for teams starting from an embryonic idea and needing a conceptual framework and baseline data.

2. Jackdaw

Conversational AI agent integrated with georeferenced maps.

It allows:

- exploring areas of the territory,
- visualising spatial information,
- obtaining automatic diagnostics based on patterns,
- understanding relationships between geographical variables.

It is especially useful for projects:

- tourism-related (routes, flows, access),
- forest-related (risk areas, vegetation masses),
- heritage-related (geolocated elements).

3. MAATool

Collaborative platform for:

- involving territorial actors,
- facilitating co-creation,

- integrating data and opinions,
- supporting the design of RAPs.

It serves as a digital space for participation and territorial consensus.

4. Magpie

Specialised search engine for AI solutions applied to rural territories.

It allows:

- identifying similar technologies,
- comparing methodologies,
- studying success cases,
- finding inspiration based on European experiences.

Very useful for guiding teams towards technologies already tested.

5. Vulture

AI-assisted design environment for:

- automating processes,
- generating functional prototypes,
- building workflows based on automation and AI,
- performing rapid concept tests.

It is the tool most oriented towards practical development within the ideathon.

6. Reference Database

Database of scientific/technical references that allows:

- supporting ideas,
- writing technical sections,
- studying previous literature,
- justifying methodological approaches.

Especially relevant for proposals aspiring to become pilots or fundable projects.

2.6.3. Direct application to the ideas generated in the IDEATHON AI4RURAL

During the technical session, mentors encouraged the use of these tools as support resources to improve justification, territorial coherence, and feasibility of each idea.

Below is a strategic summary explicitly linking how these tools could be used in each project. Although Annex I, where each project is detailed, emphasises the potential use of the tools in each of them, a summary is shown below:

Turicleta – Smart Tourism

Jackdaw: analysis of routes, altimetry, access, and georeferenced points of interest.

Magpie: identification of recommendation algorithms applied in European destinations.

Reference Database: studies on cycle tourism and sustainable rural mobility.

Valdoria Luxury Resort & Spa

Advisor: analysis of tourism demand and territorial opportunities.

MAATool: co-creation of experiences with wineries, restaurants, and artisans.

Magpie: technologies for personalisation and hotel automation.

Castilla Inmersiva

Jackdaw: territorial identification of heritage elements.

Reference Database: technical documentation for cultural digitalisation.

Vulture: creation of automated workflows that generate immersive content.

MemorIA Viva Rural

MAATool: citizen participation (elderly people, cultural associations).

Reference Database: preservation of intangible heritage.

Magpie: generative AI applied to cultural narratives.

Optimus Silva

Jackdaw: spatial analysis of forest masses, risk hotspots, and sensitive areas.

Advisor: assessment of regional forest challenges.

Magpie: predictive solutions used in other European territories.

RecomIA (Winner)

MAATool: participatory design of community composting services.

Vulture: construction of automated workflows for analysis and alerts.

Advisor: alignment with waste management policies and regional strategies.

WineRobotic

Magpie: identification of robotic solutions applied to wineries.

Reference Database: innovation in wine tourism.

Vulture: prototypes of virtual assistants for visits.

arIAdna – Accessible Heritage

Jackdaw: analysis of accessible routes and physical barriers.

MAATool: collaborative design with accessibility groups.

Reference Database: inclusive tourism.

El Bosque Encantado

Advisor: diagnosis of socio-environmental opportunities.

Jackdaw: spatial analysis of reforestation areas.

MAATool: participation of educational centres and associations.

2.6.4. Conclusion on tools

The integration of the PoliRuralPlus tools in the ideathon reinforces:

- the methodological coherence of the event,
- the technical viability of the proposals generated,
- the alignment of the Ideathon with the objectives of Horizon Europe,
- and the potential to turn ideas into real pilots.

A clear bridge has been achieved between the creativity of the event and the technological infrastructure of the European project, showing that the solutions generated are aligned with the tools, methodologies and strategies of the PoliRuralPlus programme.

2.7. Overall results of the ideathon

1. Generation of 9 innovative solutions

All of them with real potential to become pilots or proof-of-concept initiatives in the territory.

2. Activation of a collaboration network

Participants, mentors, companies, and public entities expanded the local innovation network.

3. Effective alignment with PoliRuralPlus

The projects responded to real needs previously identified and were integrated with tools from the PoliRuralPlus ecosystem.

4. Potential for continuity

In addition to the cash prize awarded to the RecomIA proposal, the possibility of development and continuity for future proposals was highlighted:

- RecomIA (winner)
- Turicleta
- Optimus Silva
- ArIAdna

Therefore, Itecam, in order to give these ideas the opportunity to become a reality, has proposed scaling up the development of a pilot project for the following proposals: RecomIA and Turicleta.

5. Strong communication impact

Thanks to:

- 44 total social media posts
- Blogs and specialised project articles
- Technological showrooms that generated derivative content

6. Visibility of the territory

The ideathon became a demonstrative exercise of the innovative potential of the Sierra and Mancha Conquense.

2.8. Contribution to PoliRuralPlus objectives

The ideathon contributed directly to:

1. Improving rural–urban collaboration.

Through open innovation, professional interaction and multisector networking.

2. Promoting the adoption of AI in rural territories.

Through training, demonstrators and specialised mentoring.

3. Promoting smart rural entrepreneurship.

The projects presented constitute seeds of new business or community initiatives.

4. Strengthening territorial strategies based on data.

Several proposals include:

- Sensors
- Drones
- Predictive systems
- Digital platforms
- Data-based immersive experiences

5. Improving the social capital of the territory.

The event strengthened connections, brought actors together, and generated a replicable co-creation space.

3. Media Outputs

The communication strategy of the IDEATHON AI4RURAL was one of the fundamental pillars of the project. From the preparation phase to the celebration of the event, an intense multichannel dissemination was carried out, which included social media, blogs, specialised articles, the specific microweb of the event, and follow-up content published afterwards.

We consider that the communication outputs form an essential part of the justification, demonstrating:

- Transparency
- Openness of the process
- Promotion of citizen participation
- Territorial impact

- Knowledge transfer
- Visibility of the project at regional, national, and European level

Below, all the elements are detailed, classified by type of medium.

3.1. Social media posts (44 outputs)

During the period 1 October – 21 November 2025, 11 pieces of content were published on LinkedIn, which were replicated on X (Twitter), Instagram, Bluesky, giving a total of 44 posts. Below, these posts are shown together with the link to each of them.

Post 1 – 01/10/2025

Topic: Official launch of the Ideathon AI4RURAL.

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:7379101946219159552>

https://www.instagram.com/p/DPQ31r9guh3/?utm_source=ig_web_copy_link&igsh=bDB5dXRzNzY0ZTZ3

https://x.com/itecam_CT/status/1973337476162003164

<https://bsky.app/profile/itecamct.bsky.social/post/3m24uednoos2d>

Screenshot (linkedin):



Post 2 – 09/10/2025

Topic: Invitation to the launch of challenges to help transform rural environments.

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:7379101946219159552>

https://www.instagram.com/p/DPQ31r9guh3/?utm_source=ig_web_copy_link&igsh=bDB5dXRzNzY0ZTZ3

https://x.com/itecam_CT/status/1976225152938680731/analytics

<https://bsky.app/profile/itecamct.bsky.social/post/3m2qviyrcvc2n>

Screenshot (linkedin):

itecam - Centro Tecnológico Industrial de Castilla La Ma...
12.245 seguidores
1 mes ·

💡 ¡Lanzamos reto! 💡

¿Tienes una idea innovadora que puede transformar el futuro rural de Castilla-La Mancha? ¿Te apasiona la tecnología y quieres formar parte de la transición digital? Apúntate YA al **#IdeathonAI4Rural** que tendrá lugar el próximo 20 de noviembre en **#Tarancón**.

🏆 Ayuda a transformar los entornos rurales de la región ¡Las mejores ideas tendrán premio!

🔍 Descubre como participar en nuestra página web y elige el reto en el que quieres participar. ¡Forma parte del cambio y apúntate ya! 📱 <https://lnkd.in/dyXAh6Zh>

Fundación Social Innolabs **#PoliRuralPlus**

💎 Este proyecto ha recibido financiación del proyecto **#PoliRuralPlus**, financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910.

#AI4Rural #MobiliseOpenCall #Innovación #Rural #TransformaciónDigital



The poster for 'IDEATHON AI 4 RURAL' features a green and yellow color scheme. At the top right is the 'POLIRURAL plus' logo. In the center, there is a graphic of a lightbulb with a brain inside, and a leaf below it. The text 'IDEATHON AI 4 RURAL' is prominently displayed in white and yellow. Below this, a dark green banner contains the date '20 de noviembre' and the location 'Tarancón (Cuenca)'. An orange banner at the bottom left says 'Inscríbete en: www.itecam.com/es/ideathonai4rural'. At the bottom right, there is a small European Union flag and a text box stating: 'Este proyecto ha recibido financiación del proyecto PoliRuralPlus, financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910'. An orange arrow points from the registration link to the EU flag text.

👍❤️ Sergio Izquierdo González y 12 personas más 5 veces compartido

Post 3 – 16/10/2025

Topic: Invitation to register for the event and information about the award.

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:7384495421219385344>

https://www.instagram.com/p/DP3MYK3gqCB/?utm_source=ig_web_copy_link&igsh=amtdnI5ZGZkY3R5

https://x.com/itecam_CT/status/1978732104004350168

<https://bsky.app/profile/itecamct.bsky.social/post/3m3cc3kntbs2g>

Screenshot (linkedin):

MOBILISE Ideathon Report - Part A (Public)

itecam - Centro Tecnológico Industrial de Castilla La Ma...
12.245 seguidores
1 mes · 🌐

📅 ¿Quieres ganar 1.000€? Tus ideas tienen premio.

Apúntate ya al [#IdeathonAI4Rural](#) que tendrá lugar el próximo 20 de noviembre en Tarancón (Cuenca).

🔗 Descubre cómo participar en nuestra página web: <https://lnkd.in/dyXAh6Zh>
👉 Insíbete antes del 4 de noviembre.

Colaboran: Exmo. Ayuntamiento de Tarancón, ADESIMAN, Ceoe Cepyme Cuenca, Dendron Soluciones, Fundación Social Innolabs y StartupCLM - Asociación de Startups de Castilla-La Mancha

💎 Este proyecto ha recibido financiación del proyecto [#PoliRuralPlus](#), financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910.

[#AI4Rural](#) [#MobiliseOpenCall](#) [#Innovación](#) [#Rural](#) [#TransformaciónDigital](#)



The poster for 'IDEATHON AI 4 RURAL' features a green and yellow color scheme. At the top right is the 'POLIRURAL plus' logo. In the center, there is a stylized graphic of a lightbulb with a brain inside, and a leaf-like shape below it. The text 'IDEATHON AI 4 RURAL' is prominently displayed in white and yellow. Below this, a dark green banner contains the date '20 de noviembre' and the location 'Tarancón (Cuenca)'. An orange banner at the bottom left says 'Inscríbete en: www.itecam.com/es/ideathonai4rural'. At the bottom right, there is a small European Union flag and a text box stating: 'Este proyecto ha recibido financiación del proyecto PoliRuralPlus, financiado por el programa de Investigación e Innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910'. A white arrow points from the registration link towards the bottom right.

👤 Laura Martín Herrero y 6 personas más 2 veces compartido

Post 4 – 22/10/2025

Topic: Promotion of the IdeathonAI4Rural on Onda Cero on the programme “Más de uno Cuenca”.

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:7386780324313182208>

https://www.instagram.com/p/DQHcFnUghGz/?utm_source=ig_web_copy_link&igsh=MWc4NG90emh2dGZ4dw==

https://x.com/itecam_CT/status/1981018901787074674

<https://bsky.app/profile/itecamct.bsky.social/post/3m3s64v7lu22s>

Screenshot (linkedin):

itecam - Centro Tecnológico Industrial de Castilla La Ma...
12.245 seguidores
4 semanas · Editado ·

Hoy, la responsable del área de Transformación Digital de **#itecam**, **Cristina Conejo Rodríguez**, ha participado en el programa Más de uno Cuenca en **Onda Cero**, para compartir los detalles del Ideathon AI4Rural que tendrá lugar el próximo 20 de noviembre en la **Finca la Estacada** en **#Tarancón**.

Toda la información sobre este evento, así como las inscripciones al mismo continuarán abiertas hasta el 11 de noviembre en este enlace: <https://lnkd.in/dyXAh6Zh>

🔊 Si quieres escuchar la entrevista completa y descubrir todos los detalles de la convocatoria visita el siguiente link (min 19:23): https://lnkd.in/eyfU_u3F

Colaboran: Excmo. Ayuntamiento de Tarancón, ADESIMAN, Ceoe Cepyme Cuenca, Dendron Soluciones, Fundación Social Innolabs y StartupCLM - Asociación de Startups de Castilla-La Mancha

#PoliruralPlus #SocialInnolabs

◆ Este proyecto ha recibido financiación del proyecto **#PoliRuralPlus**, financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910.

#AI4Rural #MobiliseOpenCall #Innovación #Rural #TransformaciónDigital

 **MÁS DE UNO CUENCA**

— Entrevista a Cristina Conejo —
Responsable del Área de Transformación Digital en Itecam

 **ITECAM organiza Ideathon AI4RURAL que premia la mejor idea para impulsar el desarrollo rural**

Accede a este audio en:
<https://www.ondacero.es/emisoras/castilla-la-mancha/cuenca/audios-podcast/>

David Bono Sampedro y 12 personas más · 1 comentario · 1 vez compartido

Post 5 – 30/10/2025

Topic: How-to content – How to register for the IdeathonAI4Rural? + Carousel with instructions.

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:7389632582709067776>

https://www.instagram.com/p/DQbsmPnAyp/?utm_source=ig_web_copy_link&igsh=MWM2Z2w1cTZkcjFnOA==

https://x.com/itecam_CT/status/1983879879679758660

<https://bsky.app/profile/itecamct.bsky.social/post/3m4fzfggabc2i>

Screenshot (linkedin):

MOBILISE Ideathon Report - Part A (Public)

 **Itecam - Centro Tecnológico Industrial de Castilla La Ma...**
12.245 seguidores
3 semanas • 

Si te apasiona la tecnología y quieres formar parte de la transición digital, apúntate YA al [#IdeathonAI4Rural](#), que tendrá lugar el próximo 20 de noviembre en [Finca la Estacada](#) en [#Tarancón](#) ([#Cuenca](#)).

Pero ¿cómo participo?

- ✓ 1º Entra en la página web del evento <https://lnkd.in/dyXAh6Zh>
- ✓ 2º. Consulta las bases y revisa los requisitos de participación.
- ✓ 3º. Rellena el formulario de inscripción, selecciona el reto en el que deseas participar y completa los apartados relativos a tu propuesta. Tienes hasta el 11 de noviembre.
- ✓ 4º. Tras revisar las propuestas, la organización confirmará la participación de las candidaturas seleccionadas antes del 14 de noviembre.
- ✓ 5º. Prepárate para una jornada de creatividad, tecnología y transformación rural, en la que completarás tu propuesta y realizarás una presentación para optar al premio.

Colaboran: [Exmo. Ayuntamiento de Tarancón](#), [ADESIMAN](#), [Ceoce Cepyme Cuenca](#), [Dendron Soluciones](#), [Fundación Social Innolabs](#) y [StartupCLM - Asociación de Startups de Castilla-La Mancha](#).

[#PoliruralPlus](#) [#SocialInnolabs](#)

◆ Este proyecto ha recibido financiación del proyecto [#PoliRuralPlus](#), financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910.

[#AI4Rural](#) [#MobiliseOpenCall](#) [#Innovación](#) [#Rural](#) [#TransformaciónDigital](#)

Post 6 – 06/11/2025

Topic: Last Call to register for the IdeathonAI4Rural.

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:7392126956324028416>

https://www.instagram.com/p/DQtcl3iAnp8/?utm_source=ig_web_copy_link&igsh=MWQ1NXk2MjEzOHc4aw==

https://x.com/itecam_CT/status/1986368249827594281

<https://bsky.app/profile/itecamct.bsky.social/post/3m4xbsoqeg22y>

Screenshot (linkedin):

itecam - Centro Tecnológico Industrial de Castilla La Ma...
12.245 seguidores
2 semanas • Editado •

¡Últimos días para inscribirte en el #IdeathonAI4Rural!

Si aún no te has apuntado, tienes hasta el 11 de noviembre para hacerlo. Sé parte de la transición digital en el entorno rural de Castilla-La Mancha.

Inscríbete ya: <https://lnkd.in/dFFWW9wJ>

20 de noviembre
Finca la Estacada (#Tarancón, #Cuenca)
De 09:00 a 19:30
Gana 1.000 € + acompañamiento técnico y posibilidad de desarrollar un piloto.

Colaboran: Exmo. Ayuntamiento de Tarancón, #ADESIMAN, Ceoe Cepyme Cuenca, Dendron Soluciones, Fundación Social Innolabs y StartupCLM - Asociación de Startups de Castilla-La Mancha.

#PoliruralPlus #SocialInnolabs

Este proyecto ha recibido financiación del proyecto #PoliRuralPlus, financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910.

#AI4Rural #MobiliseOpenCall



The poster for 'IDEATHON AI 4 RURAL' features a green and yellow color scheme. At the top right is the 'POLIRURAL plus' logo. In the center, there is a stylized graphic of a lightbulb with a brain inside, and a leaf below it. The text 'IDEATHON AI 4 RURAL' is prominently displayed in white and green. Below this, a dark green banner contains the date '20 de noviembre' and the location 'Tarancón (Cuenca)'. An orange banner at the bottom left says 'Inscríbete en: www.itecam.com/es/ideathonai4rural'. A small European Union flag and text are visible at the bottom left of the poster, and an orange arrow points from the registration link to the poster.

Carmen Marta Sabina y 4 personas más 1 vez compartido

Post 7 – 10/11/2025

Topic: Announcement of the extension of the registration period until 14 November.

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:7393617290090442752>

https://www.instagram.com/p/DQ4ArFkAuHy/?utm_source=ig_web_copy_link&igsh=eGN4MW43ZXExaXlm

https://x.com/itecam_CT/status/1987857030476959957

<https://bsky.app/profile/itecamct.bsky.social/post/3m5bnlge2hs2n>

Screenshot (linkedin):

MOBILISE Ideathon Report - Part A (Public)

itecam - Centro Tecnológico Industrial de Castilla La Ma...
12,245 seguidores
1 semana •

¡AMPLIAMOS PLAZO DE INSCRIPCIÓN HASTA EL 14 DE NOVIEMBRE!

Aún estás a tiempo de inscribirte en el #IdeathonAI4Rural, que tendrá lugar el próximo 20 de noviembre en Finca la Estacada (#Tarancón, #Cuenca) y donde podrás ganar 1.000€.

Inscripciones: <https://lnkd.in/dyXAh6Zh>

Apúntate ya a uno de los 3 retos propuestos y forma parte de la transición digital de la Sierra y Mancha Conquense.

- ✓ Reto 1 – Turismo rural inteligente. Cómo atraer visitantes de forma sostenible, conectada y personalizada.
- ✓ Reto 2 – Gestión forestal inteligente. Cómo proteger, monitorizar y valorar nuestros bosques con tecnología avanzada.
- ✓ Reto 3 – Digitalización del patrimonio cultural. Cómo reinterpretar y acercar el legado cultural a nuevos públicos a través de IA y experiencias inmersivas.

Colaboran: Exmo. Ayuntamiento de Tarancón, #ADESIMAN, Ceoe Cepyme Cuenca, Dendron Soluciones, Fundación Social Innolabs y StartupCLM - Asociación de Startups de Castilla-La Mancha.

#PoliruralPlus #SocialInnolabs

Este proyecto ha recibido financiación del proyecto #PoliruralPlus, financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910.

#AI4Rural #MobiliseOpenCall



The poster features the Polirural logo at the top, followed by a stylized lightbulb icon with a brain inside. The text 'IDEATHON AI 4 RURAL' is prominently displayed. Below it, a bold message states '¡AMPLIAMOS EL PLAZO DE INSCRIPCIONES HASTA EL 14 DE NOVIEMBRE!'. At the bottom, a green banner contains the registration URL 'www.itecam.com/es/ideathonai4rural'. A small European Union flag and text at the bottom left confirm the project's funding by the Horizon Europe program.

Inscríbete en:
www.itecam.com/es/ideathonai4rural

Este proyecto ha recibido financiación del proyecto PoliruralPlus, financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910.

Laura Martín Herrero y 3 personas más

Post 8 – 12/11/2025

Topic: Announcement of the session within the “IdeathonAi4Rural” event.

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:7394299488036802560>

https://www.instagram.com/p/DQ82kjoAuOH/?utm_source=ig_web_copy_link&igsh=MXU4a2tocjd1Mmt3aA==

https://x.com/itecam_CT/status/1988535501641470157

<https://bsky.app/profile/itecamct.bsky.social/post/3m5gdj33k322l>

Screenshot (linkedin):

MOBILISE Ideathon Report - Part A (Public)

itecam - Centro Tecnológico Industrial de Castilla La Ma...
12.245 seguidores
1 semana · 🌐

🔔 ¡Queda una semana para el #IdeathonAI4Rural! 🌱

En el marco de este evento, se celebrará una jornada dedicada a explorar las ventajas de la Inteligencia Artificial (IA) y las tecnologías avanzadas aplicadas a las necesidades de los entornos rurales. Se realizará una sesión técnica de introducción a la #IA, además de presentarse una serie de showrooms tecnológicos enfocados a #enoturismo rural, monitoreo de #reforestaciones mediante drones y digitalizado inteligente aplicado en #patrimoniocultural.

📅 No te pierdas este interesante evento e insíbete a través de este enlace: <https://lnkd.in/dBzVYhKA>

Colaboran: Exmo. Ayuntamiento de Tarancón, #ADESIMAN, Ceoe Cepyme Cuenca, Dendron Soluciones, Fundación Social Innolabs y StartupCLM - Asociación de Startups de Castilla-La Mancha.

#PoliruralPlus #SocialInnolabs

💎 Este proyecto ha recibido financiación del proyecto #PoliRuralPlus, financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910.

#AI4Rural #MobiliseOpenCall



The poster for the Ideathon AI 4 Rural event features a green and orange color scheme. At the top left is the 'IDEATHON AI 4 RURAL' logo, which includes a stylized lightbulb with a plant inside. Below the logo, the word 'JORNADA' is written in white on an orange background. The main title of the event is '"Herramientas de IA y showrooms tecnológicos en entornos rurales"', followed by the date '20 de noviembre' and location 'Tarancón (Cuenca)'. To the right, there is a section for 'Inscripciones' with a URL. The 'AGENDA' section lists the schedule from 9:00 to 12:30 hours, including registration, a technical session on AI in rural environments, networking, and presentations of success cases and technological showrooms. At the bottom, there are logos for 'POLIRURAL' and the European Union, along with a note about funding from the Horizon Europe program. The poster also mentions the names of the speakers and organizers.

AGENDA

- 9:00 a 9:30h. Registro y bienvenida.
- 9:30 a 11:00h. Sesión técnica: Introducción a la IA en entornos rurales.
- 11:00 a 11:30h. Networking y pausa-café.
- 11:30 a 12:30h. Presentación de casos de éxito y showrooms tecnológicos.

Inscripciones:
<https://formacionyempleoitecam.es/jornadas-y-webinars/ideathon-herramientas-ia-entornos-rurales>

Polirural plus

Este proyecto ha recibido financiación del proyecto #PoliRuralPlus, financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910.

Maria Maeso Martín Carnero y 9 personas más · 3 veces compartido

Post 9 – 17/11/2025

Topic: Last Call to sign up for the sessions that will take place during the event.

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:7396114536426205184>

https://www.instagram.com/p/DRJxIMvgl4/?utm_source=ig_web_copy_link&igsh=NWI3N2Flmp4aTdy

https://x.com/itecam_CT/status/1990352938276143416

<https://bsky.app/profile/itecamct.bsky.social/post/3m5t374ycjs2b>

Screenshot (linkedin):

itecam - Centro Tecnológico Industrial de Castilla La Ma...
12.245 seguidores
3 días • 🌐

¡SÓLO QUEDAN 3 DÍAS PARA EL #IdeathonAI4Rural!

Ya no queda nada para celebrar esta jornada dedicada a explorar las ventajas de la Inteligencia Artificial y las tecnologías avanzadas aplicadas a las necesidades de los entornos rurales como lo es la Sierra y Mancha Conquense.

Si no participas en los retos, os recordamos que, en el marco de este evento, se realizará una sesión técnica de introducción a la #IA y se presentarán una serie de showrooms tecnológicos a los que puedes asistir.

📅 No te lo pierdas e insíbete: <https://lnkd.in/dBzVYhKA>
📅 20 de noviembre
📍 Finca la Estacada (#Tarancón, #Cuenca)

Colaboran: Excmo. Ayuntamiento de Tarancón, #ADESIMAN, Cece Cepyme Cuenca, Dendron Soluciones, Fundación Social Innolabs y StartupCLM - Asociación de Startups de Castilla-La Mancha.

#poliruralplus #SocialInnolabs

💎 Este proyecto ha recibido financiación del proyecto #PoliRuralPlus, financiado por el programa de Investigación e Innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910.

#AI4Rural #MobiliseOpenCall



The poster for the Ideathon AI 4 Rural event features a green and orange color scheme. At the top left is the Ideathon AI 4 Rural logo, which includes a stylized leaf and a lightbulb. The text 'IDEATHON AI 4 RURAL' is prominently displayed. Below this, it says 'JORNADA' and then the title of the event: 'Herramientas de IA y showrooms tecnológicos en entornos rurales'. The date '20 de noviembre' and location 'Tarancón (Cuenca)' are listed. A section titled 'AGENDA' provides a detailed schedule of activities from 9:00 to 13:30h, including registration, technical sessions on AI in rural environments, networking, and presentations of success stories and technological showrooms. Specific topics mentioned include 'Inteligencia Artificial aplicada a entornos rurales', 'Monitoreo de plantaciones mediante imágenes multiespectrales capturadas con drones', and 'Digitalizado inteligente aplicado en patrimonio cultural'. A registration link is provided: <https://formacionyempleoitecam.es/jornadas-y-webinars/ideathon-herramientas-ia-entornos-rurales>. At the bottom, logos for POLIRURAL and the European Union are visible, along with the text 'Laura Martín Herrero y 4 personas más'.

Post 10 – 20/11/2025

Topic: First summary of the day with the talks, showrooms, and success cases that took place during the morning.

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:7397288654345478145>

https://www.instagram.com/p/DRSG3lrApSf/?utm_source=ig_web_copy_link&igsh=eHpyZXNsb284OXVp

https://x.com/itecam_CT/status/1991527844925891015

<https://bsky.app/profile/itecamct.bsky.social/post/3m633mruujc2f>

Screenshot (linkedin):



Post 11 – 21/11/2025

Topic: Summary post of the full day with the presentation of the challenges and the winner of the IdeathonAI4Rural

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:7397615320179556352>

https://www.instagram.com/p/DRUa1cIghAR/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

https://x.com/itecam_CT/status/1991858958810943565

<https://bsky.app/profile/itecamet.bsky.social/post/3m65f46gc2j>

Screenshot (linkedin):

itecam - Centro Tecnológico Industrial de Castilla La Ma...
12.266 seguidores
2 días · Editado ·

Ayer, una treintena de profesionales y empresas participaron en el #IdeathonAI4Rural organizado por #Itecam, dentro del proyecto europeo #PoliRuralPlus, para impulsar el desarrollo sostenible de la Sierra y Mancha Conquense.

💡 El premio fue para **Frédéric Fyon**, participante dentro del reto "Gestión forestal inteligente", gracias a la presentación de una iniciativa innovadora que mejora el compostaje comunitario en zonas rurales mediante la integración de sensores inalámbricos y sistemas de inteligencia artificial, capaces de monitorizar los procesos a distancia y ofrecer orientación automatizada para cumplir con la normativa europea.

Su iniciativa, ha sido premiada con 1.000 €, además de beneficiarse del acompañamiento técnico para realizar un proyecto piloto sobre la idea presentada.

🙌 Queremos dar las gracias a todos los participantes por su implicación e ideas que demuestran el gran potencial innovador que hay dentro del medio rural.

Este evento ha contado con la colaboración de **#ADESIMAN**, **Ceoe Cepyme Cuenca**, la empresa **Dendron Soluciones**, **Fundación Social Innolabs** y **StartupCLM - Asociación de Startups de Castilla-La Mancha**.

📄 Noticia completa: <https://lnkd.in/dv5Fh2J>

#PoliRuralPlus #SocialInnolabs

💎 Este proyecto ha recibido financiación del proyecto #PoliRuralPlus, financiado por el programa de Investigación e Innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención nº 101136910.

#AI4Rural #MobiliseOpenCall



David Bono Sampedro y 21 personas más · 1 vez compartido

3.2. Blogs of the PoliRuralPlus project (3 publications)

The blogs uploaded by the user constitute official content published on the PoliRuralPlus project website.

All of them were used in the pre-ideathon inspiration phase, and as support for participants, mentors, and organisers.

Blog 1 – Smart Rural Tourism: How to Promote Smart Rural Tourism in the Sierra and Mancha Conquense

It describes the potential of rural tourism when combined with technology.

Highlighted quote: “That place where nature reigns... needs greater visibility to connect with those who have not yet discovered it.”

Link: [How to Promote Smart Rural Tourism in the Sierra and Mancha Conquense — PoliruralPlus](#)



Extract from the blog:

The blog invites the reader to imagine a peaceful place, far from noise, where nature, heritage, and gastronomy coexist with the local community. This place is the Sierra and Mancha Conquense, which has great potential but needs more visibility—something that can be achieved thanks to AI and digital technologies.

Within the framework of the Ideathon AI4RURAL, one of the three challenges focuses on smart rural tourism. Solutions based on AI and digital technologies are sought that:

- Connect rural offerings with urban demand (visibility, bookings, access).
- Personalise the experience according to the visitor's profile.
- Promote sustainable tourism with low environmental impact.

- Involve accommodation providers, restaurants, artisans, guides, producers, associations, and municipalities.

The text recalls that, according to the Tourism Perception Barometer, Spain's tourism reputation has declined due to issues such as overcrowding, gentrification, or insecurity, which shows that mass tourism is not sustainable. In contrast, territories such as the Sierra and Mancha Conquense are committed to locally adapted solutions that create opportunities and respect the environment.

The expected impact of the Ideathon AI4RURAL on rural tourism is:

- Increase the number of visitors in a controlled and sustainable manner.
- Strengthen the visibility of the territory with innovative actions.
- Generate development opportunities for the local population.
- Reduce seasonality.
- Diversify visitor profiles thanks to more experiences and better digital channels.

The blog concludes that the future of rural tourism depends on sustainability, AI, and digital technologies, but also on the active involvement of local actors and citizens, the true guardians of this rural "paradise".

Blog 2 – Smart Forest Management: Connecting the Ecological Value of Forests with the Local Economy

It highlights how advanced technologies can provide:

- New business opportunities.
- Optimisation of the territory.
- Innovation in forest, tourism, and cultural processes.

Link: [Smart Forest Management: Connecting the Ecological Value of Forests with the Local Economy — PoliruralPlus](#)

Smart Forest Management: Connecting the Ecological Value of Forests with the Local Economy

Forest management can be efficient and sustainable, while also revitalizing the Sierra and Mancha Conquense by strengthening their local resources.

Cristina Sierra López (ITECAM Centro Tecnológico Industrial de Castilla La Mancha) • 4 Nov 2025



Extract from the blog:

This blog asks whether artificial intelligence and digital technologies can be allies for forest conservation, thus introducing Challenge 2 of the Ideathon AI4RURAL: Smart Forest Management.

This challenge seeks solutions to:

- Monitor forest resources in real time.
- Anticipate risks such as fires, droughts, or pests.
- Promote profitable management aligned with the SDGs.
- Connect the ecological value of the forest with the local economy of the region.

The blog recalls the severity of fires in Spain (almost 400,000 hectares burned last summer) and notes that today's fires are more aggressive and unpredictable due to climate change. In the face of these challenges, technologies such as AI, geospatial analysis, IoT, or predictive models can be crucial tools.

The forests of the Sierra and Mancha Conquense are essential for biodiversity, ecosystem services, and the local economy, but suffer from issues such as abandonment, lack of maintenance, increased fire risk, and biodiversity loss.

The expected impact of the Ideathon AI4RURAL on forest management includes:

- Increase the resilience and sustainability of forest ecosystems.
- Facilitate the work of forestry technicians and municipalities.
- Promote new innovation opportunities in the environmental sector.
- Raise public awareness about the value of forests.

The blog concludes that the future of forest management is linked to the sustainability of the territory and that emerging technologies —AI, remote sensing, predictive analysis— can open new possibilities to protect, manage, and valorise the forests of the Sierra and Mancha Conquense.

Blog 3 – Digitalisation of Cultural Heritage: Past, Present and Future Come Together in the Sierra and Mancha of Cuenca

It emphasises the importance of cultural legacy, including an essential reflection:

“Cultural heritage conveys tangible and intangible values that help us better understand our present.”

Link: [Digitalisation of Cultural Heritage: Past, Present and Future Come Together in the Sierra and Mancha of Cuenca — PoliruralPlus](#)



Extract from the blog:

The blog highlights the importance of preserving and transmitting this cultural legacy, especially to younger generations, and notes that technologies such as artificial intelligence and augmented reality can be great allies for bringing heritage closer in an innovative and attractive way. The example of the Archaeological Park of Segóbriga, where immersive experiences are applied to interpret Roman remains, demonstrates this potential.

The article recalls that cultural heritage is a driver of identity, collective memory, and social development, and that its digitalisation can boost rural areas at risk of depopulation through tourism, training, and new economic opportunities. Spain, and in particular the province of Cuenca, has an enormous heritage (including the Walled Historic City of Cuenca and Segóbriga), which has the potential to be revitalised through advanced technologies.

Within the framework of the Ideathon AI4RURAL, one of the key challenges is the digitalisation of cultural heritage. The proposals of Challenge 3 seek to:

- Facilitate access to heritage from digital environments and personal devices.
- Attract young and urban audiences through immersive and interactive experiences.
- Reinterpret the cultural legacy using creativity, AI, and new digital narratives.
- Contribute to the conservation and sustainability of heritage.

The blog explains that cultural experiences tend increasingly to be multisensory and immersive, and that technologies such as AI, augmented reality, Big Data, or 3D digitalisation allow new audiences to connect with heritage, improve its management, and facilitate its access.

From the Ideathon AI4RURAL, ideas are sought that can be applied in:

- archaeological sites,
- museums and cathedrals,
- cultural routes,
- and both tangible and intangible heritage.

The proposals must be replicable, scalable, and capable of generating real impact both for visitors and for the local community.

The blog concludes that the future of Cuenca's heritage depends on digitalisation and advanced technologies, which make it possible to:

- preserve artistic and documentary richness,
- offer new economic opportunities,
- revitalise territories at risk of depopulation,
- and keep collective memory alive for future generations.

Technology, when properly applied, emerges as a fundamental tool to protect, interpret, and project cultural heritage into the future.

3.3. Articles (2 deliverables)

Article 1: Ideathon AI4RURAL: Technology, Creativity, and Artificial Intelligence to Transform the Sierra and Mancha Conquense

Link: [Ideathon AI4RURAL: Technology, Creativity, and Artificial Intelligence to Transform the Sierra and Mancha Conquense — PoliruralPlus](#)



Extract from the article:

This article states that the Sierra and Mancha Conquense is a territory rich in nature and heritage, but with challenges such as attracting new residents and maintaining stable and sustainable tourism. To drive its development, ITECAM and several local entities are organising the Ideathon AI4RURAL within the European PoliRuralPlus project, with the aim of leveraging artificial intelligence to close the rural–urban gap.

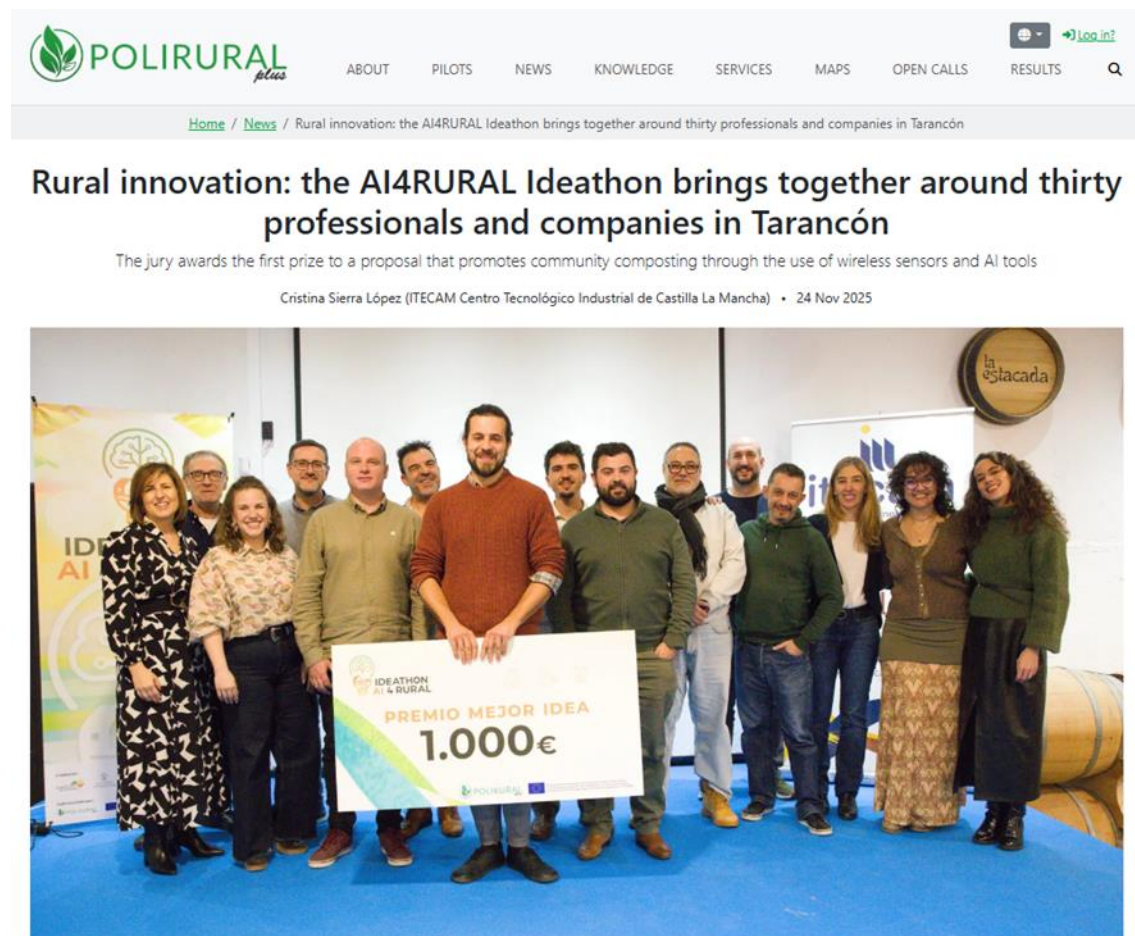
The event, which will take place on 20 November at Finca La Estacada, will be an intensive day with talks, showrooms, and collaborative work to create AI-based solutions in three key areas: smart rural tourism, forest management, and digitalisation of cultural heritage.

The ideathon is open to professionals, companies, startups, students, and local stakeholders. Participants must submit an initial proposal that will be developed with mentors during the event. The winning project will receive €1,000 and technical support to move towards a real pilot.

The objective of the Ideathon AI4RURAL is to strengthen rural innovation, attract visitors, promote entrepreneurship, boost the local economy, and better connect the territory with the urban world.

Article 2: Rural innovation: the AI4RURAL Ideathon brings together around thirty professionals and companies in Tarancón

Link: [Rural innovation: the AI4RURAL Ideathon brings together around thirty professionals and companies in Tarancón — PoliruralPlus](#)



Extract from the article:

This article states that the Ideathon AI4RURAL, organised by ITECAM in Tarancón within the European PoliRuralPlus project, brought together around thirty people to develop innovative ideas based on artificial intelligence in three key areas: smart rural tourism, forest management, and digitalisation of cultural heritage. In all challenges, viable proposals aligned with the objectives of the project were presented.

The first prize went to Frédéric Fyon, for a smart community composting solution that integrates wireless sensors and AI to remotely monitor the process and ensure compliance with European regulations. The jury evaluated aspects such as clarity of the idea, feasibility, social and environmental impact, quality of the pitch, and use of PoliRuralPlus tools.

In addition to the €1,000 cash prize, the winner will receive technical support to develop a real pilot that improves the sustainability of the territory through the remote management of composting points.

The event also included success cases and technological demonstrators on smart wine tourism, forest monitoring with multispectral drones, and heritage digitalisation, along with a technical session on AI applied to the rural environment.

3.4. Other publications and press releases

In addition to the official publications made by ITECAM and those disseminated directly through the project's networks, the Ideathon AI4RURAL generated extensive media coverage thanks to the intense prior communication work and the close collaboration with territorial entities. During the weeks leading up to the event, numerous dissemination actions were carried out—direct contacts, phone calls, sending personalised information, coordination with local agents and sectoral organisations— which resulted in an extraordinary response from collaborators and external media.

As a result of this effort, they published press releases, articles, and social media posts to support the call and amplify its reach.

This set of articles, informational notes, and publications reflects not only the mobilising capacity of the ideathon, but also the commitment of the territorial ecosystem to rural innovation and its willingness to promote initiatives that connect technology and local development. **The result has been broad, organic, and multisectoral dissemination, which consolidated the Ideathon AI4RURAL as a relevant milestone in the region and as an example of effective collaboration between institutions, local entities, and citizens.**

Press releases issued by ITECAM:

“ITECAM organiza AI4RURAL, un ideathon que premia la mejor idea para impulsar el desarrollo de la Sierra y Mancha Conquense”.

- ITECAM website: <https://www.itecam.com/es/itecam-organiza-ai4rural-un-ideathon-que-premia-la-mejor-idea-para-impulsar-el-desarrollo-de-la-sierra-y-mancha-conquense-2.aspx>



ITECAM organiza AI4RURAL, un ideathon que premia la mejor idea para impulsar el desarrollo de la Sierra y Mancha Conquense

Jueves, 16 de octubre 2025

Bajo el paraguas del proyecto europeo PoliRuralPlus y con el objetivo de fomentar el desarrollo sostenible, equilibrado e inclusivo de la Sierra y Mancha Conquense, itecam (Centro Tecnológico Industrial de Castilla-La Mancha) organiza el Ideathon AI4RURAL.

INFORMACIÓN

- **Enciende Cuenca:** <https://www.enciendecuenca.com/2025/10/19/tarancon-acogera-el-ideathon-ai4rural-de-itcam-que-premia-el-desarrollo-de-la-sierra-y-la-mancha-conquense/>



- **Alcázar de San Juan:** <https://alcazardesanjuan.com/itecam-convoca-ai4rural-ideathon-para-potenciar-el-desarrollo-de-la-sierra-y-mancha-conquense/>



- **Cuadernos manchegos:** <https://www.cuadernosmanchegos.com/tomelloso/itecam-organiza-ai4rural-un-ideathon-que-premia-la-mejor-idea-para-impulsar-el-desarrollo-de-la-sierra-y-mancha-conquense/>



The image is a screenshot of a news article from the website 'Cuadernos manchegos'. At the top, there is a navigation bar with categories: Castilla-La Mancha, Cultura, Economía, Educación, Deportes, Medio Ambiente, Sanidad, Sociedad, Sucesos, and + Más. The article is titled 'ITECAM organiza AI4RURAL, un ideathon que premia la mejor idea para impulsar el desarrollo de la Sierra y Mancha Conquense'. Below the title, there is a sub-header 'Tomelloso Ciudad Real Educación'. The article text describes the AI4RURAL event as a collaborative event combining technology, creativity, and artificial intelligence to promote the development of the Sierra y Mancha Conquense. It mentions that the event will be held in Finca La Estacada (Tarancón) on November 20th. The article also states that the event is part of the POLIRURAL plus project, which aims to promote rural development through technology and innovation. The article is signed 'Por C. Manchegos' and dated '26/10/2023'. Below the article text, there is a social media sharing bar with icons for Facebook, Twitter, LinkedIn, and YouTube. Below the social media bar, there is a large graphic for the 'IDEATHON AI 4 RURAL' event. The graphic features a stylized brain and a lightbulb, with the text 'IDEATHON AI 4 RURAL' and '20 de noviembre Tarancón (Cuenca)'. The graphic also includes the POLIRURAL plus logo and a small text box stating: 'Este proyecto ha recibido financiación del proyecto POLIRURALplus, financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención n.º 107032010'. Below the graphic, there is a paragraph of text: 'Bajo el paraguas del proyecto europeo PoliRuralPlus y con el objetivo de fomentar el desarrollo sostenible, equilibrado e inclusivo de la Sierra y Mancha Conquense, Itecam (Centro Tecnológico Industrial de Castilla-La Mancha) organiza el Ideathon AI4RURAL, un evento de un día de duración que reunirá a profesionales autónomos o asalariados, empresas, start-ups, estudiantes, investigadores y miembros de organizaciones vinculadas al desarrollo rural, tecnológico y/o cultural que tengan una idea brillante para impulsar la Sierra y Mancha Conquense, aprovechando todo el potencial de la inteligencia artificial y las tecnologías digitales.'

- **EnTomelloso:** https://entomelloso.com/2025/tomelloso/itecam-organiza-ai4rural-un-ideathon-que-premia-la-mejor-idea-para-impulsar-el-desarrollo-de-la-sierra-y-mancha-conquense/518576/?utm_content=buffer10888&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

TOMELLOSO
SERVICIOS
NOTICIAS
CASTILLA-LA MANCHA
CONTACTAR

Tomelloso

ITECAM organiza AI4RURAL, un ideathon que premia la mejor idea para impulsar el desarrollo de la Sierra y Mancha Conquense

AI4RURAL es un evento colaborativo que combina tecnología, creatividad e inteligencia artificial para fomentar el desarrollo de la Sierra y Mancha Conquense

16/10/2025 | enTomelloso.com

Tomelloso Rural Tecnología

20 de noviembre Tarancón (Cuenca)

Este proyecto ha recibido financiación del proyecto PoliruralPlus, financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención n° 101136910

Comparte



Bajo el paraguas del proyecto europeo PoliruralPlus y con el objetivo de fomentar el desarrollo sostenible, equilibrado e inclusivo de la Sierra y Mancha Conquense, Itecam (Centro Tecnológico Industrial de Castilla-La Mancha) organiza el Ideathon AI4RURAL, un evento de un día de duración que reunirá a profesionales autónomos o asalariados, empresas, start-ups, estudiantes, investigadores y miembros de organizaciones vinculadas al desarrollo rural, tecnológico y/o cultural que tengan una idea brillante para impulsar la Sierra y Mancha Conquense, aprovechando todo el potencial de la inteligencia artificial y las tecnologías digitales.

AI4RURAL se celebrará el próximo 20 de noviembre en Finca La Estacada, en la localidad de Tarancón (Cuenca). En este espacio que propicia la inspiración, la generación de ideas y la colaboración, los participantes, que pueden ser de cualquier lugar, podrán desarrollar una idea que tenga un impacto real en la Sierra y Mancha Conquense, en torno a tres retos: turismo rural inteligente; digitalización del patrimonio cultural y gestión forestal inteligente. Los participantes deberán escoger un único reto y podrán concursar de forma individual o en grupos formados por un máximo de dos integrantes.



- La Comarca de Puertollano:** https://www.lacomarcadepuertollano.com/articulo/provincia/itecam-organiza-ai4rural-ideathon-que-premia-mejor-idea-impulsar-desarrollo-sierra-mancha-conquense/20251016115806611523.html?utm_medium=social&utm_source=twitter&utm_campaign=share_button

PUERTOLLANO
PROVINCIA
COMARCA
REGIÓN
NACIONAL
CULTURA
OPINIÓN
HEMEROTECA

PROVINCIA

ITECAM organiza 'AI4RURAL', un ideathon que premia la mejor idea para impulsar el desarrollo de la Sierra y Mancha Conquense

En el marco del proyecto europeo PoliruralPlus

20 de noviembre Tarancón (Cuenca)

Este proyecto ha recibido financiación del proyecto PoliruralPlus, financiado por el programa de investigación e innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención n° 101136910

LA COMARCA

16/10/25

NOTICIAS DE HOY

- Mancha Occidental II propone a Confederación del Guadiana las dotaciones de riego para 2026
- Pleno de victorias para Basket Puertollano Buda Tattoo
- El Ayuntamiento de Ciudad Real adquiere 45 hectáreas en el Parque Arqueológico de Alarcos

Bajo el paraguas del proyecto europeo PoliruralPlus y con el objetivo de fomentar el desarrollo sostenible, equilibrado e inclusivo de la Sierra y Mancha Conquense, Itecam (Centro Tecnológico Industrial de Castilla-La Mancha) organiza el Ideathon AI4RURAL, un evento de un día de duración que reunirá a profesionales autónomos o asalariados, empresas, start-ups, estudiantes, investigadores y miembros de organizaciones vinculadas al desarrollo rural, tecnológico y/o cultural que tengan una idea brillante para impulsar la Sierra y Mancha Conquense, aprovechando todo el potencial de la inteligencia artificial y las tecnologías digitales.

- **Diario de La Mancha:** <https://diariodelamancha.com/itecam-organiza-ai4rural-un-ideathon-que-premia-la-mejor-idea-para-impulsar-el-desarrollo-de-la-sierra-y-mancha-conquense/>

The screenshot shows a news article from the website 'diario de la mancha'. The article is titled 'ITECAM organiza AI4RURAL, un ideathon que premia la mejor idea para impulsar el desarrollo de la Sierra y Mancha Conquense'. It is dated 16/10/2025 and is categorized under 'EMPRESAS'. The article features a large graphic with the text 'IDEATHON AI 4 RURAL' and '20 de noviembre Tarancón (Cuenca)'. The graphic also includes the 'POLIRURAL' logo and a small image of a person. The article text describes the event, its purpose, and the prizes. It mentions that the event is part of the 'proyecto europeo PoliruralPlus' and is organized by 'Itcam (Centro Tecnológico Industrial de Castilla-La Mancha)'. The article also includes a sidebar with social media links and a search bar.

diario de la mancha

ACTUALIDAD CULTURA DEPORTE EDUCACIÓN EMPRESAS SOCIEDAD TURISMO PROVINCIAS

EMPRESAS | 16/10/2025

ITECAM organiza AI4RURAL, un ideathon que premia la mejor idea para impulsar el desarrollo de la Sierra y Mancha Conquense

Por angel

Compartir en Whatsapp

Compartir en Facebook

Compartir en X

Buscar...

Síguenos en redes

Noticias destacadas

Aquel primer día de colegio

color vivo LOS COLORES HABIAN DETI

VIVEROS FERCA

Meteo

CASTILLALAMANCHACOM

El fin de semana será soleado sin lluvia y con temperaturas verniegas en casi todos los puntos de España

En el marco del proyecto europeo PoliruralPlus y con el propósito de impulsar un desarrollo sostenible, equilibrado e inclusivo en la Sierra y Mancha Conquense, Itcam (Centro Tecnológico Industrial de Castilla-La Mancha) organiza el Ideathon AI4RURAL, un encuentro de un día que reunirá a profesionales, empresas, start-ups, estudiantes, investigadores y miembros de organizaciones vinculadas al desarrollo rural, tecnológico o cultural que cuenten con una idea innovadora para potenciar esta comarca utilizando inteligencia artificial y tecnologías digitales.

El evento AI4RURAL tendrá lugar el 20 de noviembre en Finca La Estacada, en Tarancón (Cuenca), un entorno diseñado para inspirar, generar ideas y fomentar la colaboración. Los participantes, procedentes de cualquier lugar, podrán desarrollar proyectos con impacto real en la Sierra y Mancha Conquense, abordando uno de tres grandes retos: turismo rural inteligente, digitalización del patrimonio cultural y gestión forestal inteligente. Cada participante deberá elegir un único reto y podrá competir individualmente o en equipos de hasta dos personas.

El Ideathon AI4RURAL se traducirá en una intensa jornada de trabajo de mañana y tarde, que combinará ponencias de la mano de expertos en tecnologías digitales, showrooms tecnológicos, innovación, creatividad y trabajo colaborativo.

La inscripción es totalmente gratuita y se realiza mediante un formulario habilitado en: <https://www.itecam.com/es/ideathonai4rural>. Los participantes deberán seleccionar uno de los tres retos en el formulario de inscripción y presentar una propuesta inicial. Este planteamiento previo les otorgará una puntuación que podrán mejorar durante el propio día del Ideathon, momento en el que terminarán de completar su propuesta con la ayuda de mentores. Las propuestas finales serán evaluadas por un jurado en base a los criterios de evaluación recogidos en las bases.

La persona o equipo de dos personas que resulte ganador recibirá un premio de 1.000 €. También podrá beneficiarse de acompañamiento técnico para desarrollar su idea tras el evento, tendrá la posibilidad de implementarla en proyectos reales o pilotos locales y desde ITECAM se dará visibilidad a su proyecto.

- **Tarancón Digital:** <https://www.tarancondigital.es/itecam-organiza-ai4rural-un-ideathon-que-premia-la-mejor-idea-para-impulsar-el-desarrollo-de-la-sierra-y-mancha-conquense/>

ÚLTIMA HORA bación de la reparcación de Meta por ser "el proyecto más importante en las tierras de Talavera en decenas de z 16:36:35

INICIO > COMARCA > ITECAM ORGANIZA AI4RURAL, UN IDEATHON QUE PREMIA LA MEJOR IDEA PARA IMPULSAR EL DESARROLLO DE LA SIERRA Y MANCHA CONQUENSE

IDEATHON AI4RURAL
20 de noviembre Tarancón (Cuenca)

ITECAM organiza AI4RURAL, un ideathon que premia la mejor idea para impulsar el desarrollo de la Sierra y Mancha Conquense

Publicado por: Tarancón digital.es - octubre 16, 2025 - En: Comarca

Bajo el paraguas del proyecto europeo PoliRuralPlus y con el objetivo de fomentar el desarrollo sostenible, equilibrado e inclusivo de la Sierra y Mancha Conquense, **Itecam (Centro Tecnológico Industrial de Castilla-La Mancha)** organiza el **Ideathon AI4RURAL**, un evento de un día de duración que reunirá a profesionales autónomos o asalariados, empresas, start-ups, estudiantes, investigadores y miembros de organizaciones vinculadas al desarrollo rural, tecnológico y/o cultural que tengan una idea brillante para impulsar la Sierra y Mancha Conquense, aprovechando todo el potencial de la **inteligencia artificial** y las **tecnologías digitales**.

AI4RURAL se celebrará el próximo **20 de noviembre** en Finca La Estacada, en la localidad de **Tarancón (Cuenca)**. En este espacio que propicia la inspiración, la generación de ideas y la colaboración, los participantes, **que pueden ser de cualquier lugar**, podrán desarrollar una idea que tenga un impacto real en la Sierra y Mancha Conquense, en torno a tres retos: turismo rural inteligente; digitalización del patrimonio cultural y gestión forestal inteligente. Los participantes deberán escoger un único reto y podrán concursar de forma individual o en grupos formados por un máximo de dos integrantes.

El Ideathon AI4RURAL se traducirá en una intensa jornada de trabajo de mañana y tarde, que combinará ponencias de la mano de expertos en tecnologías digitales, showrooms tecnológicos, innovación, creatividad y trabajo colaborativo.

La inscripción es totalmente gratuita y se realiza mediante un formulario habilitado en: <https://www.itecam.com/es/ideathonai4rural/>. Los participantes deberán seleccionar uno de los tres retos en el formulario de inscripción y presentar una **propuesta inicial**. Este planteamiento previo les otorgará una puntuación que podrán mejorar durante el propio día del Ideathon, momento en el que terminarán de completar su propuesta con la ayuda de mentores. Las **propuestas finales** serán evaluadas por un jurado en base a los criterios de evaluación recogidos en **las bases**.

“Una treintena de profesionales y empresas se reúnen en el Ideathon AI4RURAL organizado por ITECAM en Tarancón”.

- ITECAM website: <https://www.itecam.com/es/una-treintena-de-profesionales-y-empresas-se-reunen-en-el-ideathon-ai4rural-organizado-por-itecam-en-tarancon.aspx>



Una treintena de profesionales y empresas se reúnen en el Ideathon AI4RURAL organizado por ITECAM en Tarancón

Viernes, 21 de noviembre 2025

En el marco del proyecto europeo PoliRuralPlus, el Ideathon AI4RURAL, organizado por Itecam (Centro Tecnológico Industrial de Castilla-La Mancha), ha congregado a una treintena de profesionales y empresas con el objetivo de fomentar el desarrollo sostenible, equilibrado e inclusivo de la Sierra y Mancha Conquense, a través de ideas innovadoras y viables que aprovechen todo el potencial de la inteligencia artificial y las tecnologías digitales avanzadas.

INFORMACIÓN

- **La Voz de Tomelloso:**

https://lavozdetomelloso.com/68835/treintena_profesionales_empresas_reunen_ideathon_ai4rural_organizado_itecam_tarancon



Una treintena de profesionales y empresas se reúnen en el Ideathon AI4RURAL organizado por ITECAM en Tarancón

En el marco del proyecto europeo PoliRuralPlus, el Ideathon AI4RURAL, organizado por Itecam (Centro Tecnológico Industrial de Castilla-La Mancha), ha congregado a una treintena de profesionales y empresas con el objetivo de fomentar el desarrollo sostenible, equilibrado e inclusivo de la Sierra y Mancha Conquense, a través de ideas innovadoras y viables que aprovechen todo el potencial de la inteligencia artificial y las tecnologías digitales avanzadas.


El primer premio ha recaído en Frédéric Fyon, participante del reto "Gestión forestal inteligente", gracias a la presentación de una iniciativa innovadora que mejora el compostaje comunitario en zonas rurales mediante la integración de sensores inalámbricos y sistemas de inteligencia artificial, capaces de monitorizar los procesos a distancia y ofrecer orientación automatizada para cumplir con la normativa europea.

- **En Tomelloso:** https://entomelloso.com/clm/una-treintena-de-profesionales-y-empresas-se-reunen-en-el-ideathon-ai4rural-organizado-por-itecam-en-tarancon/520976/?utm_content=bufferc0531&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer
- **La Comarca de Puertollano:** https://www.lacomarcadepuertollano.com/articulo/region/treintena-profesionales-empresas-reunen-ideathon-ai4rural-organizado-itecam-tarancon/20251121124311616858.html?utm_medium=social&utm_source=twitter&utm_campaign=share_button
- **Cuadernos Manchegos:** <https://www.cuadernosmanchegos.com/tomelloso/una-treintena-de-profesionales-y-empresas-se-reunen-en-el-ideathon-ai4rural-organizado-por-itecam-en-tarancon/>
- **CLMN (Objetivo Castilla-La Mancha Noticias):** <https://objetivocastillalamancha.es/contenidos/treintena-profesionales-empresas-explorado-tarancon-potencial-inteligencia-artificial-impulsar-desarrollo-rural-sostenible>

- **22/11/2025 - Informaciones de Cuenca:** <https://informacioncuenca.com/una-treintena-de-profesionales-y-empresas-se-reunen-en-el-ideathon-ai4rural-organizado-por-itecam-en-tarancon>
- **23/11/2025 – Enciende Cuenca:** <https://www.enciendecuenca.com/2025/11/23/un-proyecto-de-compostaje-comunitario-en-zonas-rurales-premiado-en-el-ideathon-ai4rural-de-tarancon/>

Dissemination of the event carried out by collaborators both on social media and on their websites:

- **StartupCLM:** https://www.linkedin.com/posts/startupclm_startupclm-colabora-en-ideathon-ai4rural-activity-7387026337921675264-I9yW?utm_source=share&utm_medium=member_desktop&rcm=ACoAAE322goBxttG1KStFS-UteVMGdP4fnaOm7I

**StartupCLM - Asociación de Startups de Castilla-La Man...** 1.157 seguidores
1 mes • Editado •

StartupCLM colabora en Ideathon AI4RURAL, evento organizado por el **Itecam - Centro Tecnológico Industrial de Castilla La Mancha**.

📌 Si te apasiona la IA, la cultura, el medio ambiente o el emprendimiento rural... ¡Esto es para ti!. Desde StartupCLM te animamos a presentar tu propuesta, sumarte a esta experiencia única y dejar huella en la transformación del medio rural.


🧠 Un encuentro donde la inteligencia artificial se pone al servicio del desarrollo rural.


💡 Retos abiertos:

- 💠 Turismo rural inteligente
- 💠 Gestión forestal con IA
- 💠 Digitalización del patrimonio cultural

🎁 Las ideas seleccionadas podrán optar a 1.000 €, visibilidad y acompañamiento técnico.

¿Quieres saber más información? Visita nuestra web:

**StartupCLM colabora en Ideathon AI 4RURAL**
organizada por ITECAM: innovación para el desarrollo...
startupclm.com

 9

1 comentario

- **Parque Científico y Tecnológico de Castilla-La Mancha:** https://www.linkedin.com/posts/parque-cientifico-y-tecnologico-de-albacete_innovaciaejnrural-inteligenciaartificial-activity-7388863054823903232-6cRw?utm_source=share&utm_medium=member_desktop&rcm=ACoAAE322goBxttG1KStFS-UteVMGdP4fnaOm7I

Parque Científico y Tecnológico de Castilla-La Mancha 2.215 seguidores
3 semanas •

IA y creatividad al servicio del desarrollo rural

Desde el **Parque Científico y Tecnológico de Castilla-La Mancha** (PCTCLM) celebramos la puesta en marcha de AI4Rural, un Ideathon de un día de duración organizado por **Itecam - Centro Tecnológico Industrial de Castilla La Mancha** dentro del proyecto europeo PoliRural Plus, que busca impulsar ideas innovadoras basadas en inteligencia artificial para afrontar los retos del entorno rural.

📅 20 de noviembre
📍 Finca La Estacada (Tarancón, Cuenca)
🕒 09:00 a 19:30 h
🏆 Premio: 1.000 €, acompañamiento técnico y posibilidad de desarrollar un piloto con la idea ganadora.

Durante la jornada, los equipos participantes trabajarán con mentores especializados para dar respuesta a tres grandes retos de innovación rural:

- 1 Turismo rural inteligente
- 2 Gestión forestal sostenible mediante IA
- 3 Digitalización y valorización del patrimonio cultural


Inscripción gratuita abierta hasta el 4 de noviembre

Eventos como AI4Rural refuerzan el compromiso de Castilla-La Mancha con la transformación digital y sostenible del territorio, fomentando la colaboración entre emprendedores, empresas tecnológicas, universidades e instituciones.

🗨 En el PCTCLM seguimos apoyando espacios de cocreación donde la tecnología y el talento se unen para generar impacto real en el medio rural.

<https://lnkd.in/d-jK4ynm>

#InnovaciónRural #InteligenciaArtificial #Emprendimiento



📅 20 de noviembre 📍 Tarancón (Cuenca)

👤 Cristina Conejo Rodríguez y 3 personas más 1 vez compartido

- **FEDIT - Federación Española de Centros Tecnológicos:** https://www.linkedin.com/posts/fedit_ai4rural-ideathon-centrostecnologicos-activity-7393550438777901056-D5VJ?utm_source=share&utm_medium=member_desktop&rcm=ACoAAE322goBxttG1KStFS-UteVMGdP4fnaOm7l



- **Joaquín Buendía Madrid:** https://www.linkedin.com/posts/joaquinbuendia_ia-innovaciaejn-startups-activity-7384199131935879168-T5bl?utm_source=share&utm_medium=member_desktop&rcm=ACoAAE322goBxttG1KStFS-UteVMGdP4fnaOm7I

 **Joaquín Buendía Madrid** • 1er
Transformación digital con sentido - IA práctica y humanizada - Director académ...
1 mes •

¿Tienes una idea para mejorar el medio rural? Este puede ser el empujón que necesitas.

El próximo 20 de noviembre llega a Tarancón (Cuenca) el Ideathon AI4Rural, una jornada donde podrás dar forma a tu idea, recibir mentoría profesional y optar a un premio de 1.000 €, además de acompañamiento técnico y la posibilidad de poner tu proyecto en marcha en pilotos reales.

Tres grandes retos marcarán el camino:

- 🌿 Turismo rural inteligente
- 🌲 Gestión forestal avanzada
- 🏛️ Digitalización del patrimonio cultural

Tendré el placer de participar como mentor, representando a [StartupCLM - Asociación de Startups de Castilla-La Mancha](#), acompañando a los equipos para convertir sus ideas en proyectos con impacto.

Y no solo eso: las propuestas ganadoras también tendrán visibilidad en medios y redes sociales, para que su trabajo llegue aún más lejos.

📅 Insíbete antes del 4 de noviembre y ven a demostrar que la innovación también puede nacer desde lo rural.

📍 Tarancón (Cuenca)
📅 20 de noviembre

Organiza: [Itecam - Centro Tecnológico Industrial de Castilla La Mancha](#)
Cofinancia: PoliRural

#IA #Innovación #Startups #CastillaLaMancha #Itecam #EmprendimientoRural
#AI4Rural #Ideathon #StartupCLM

Más info e inscripciones: <https://lnkd.in/d6BRvZJZ>



- **Jesús Andicoberry:** https://www.linkedin.com/posts/jesus-andicoberry-consultor-digital_turismoruralinteligente-innovaciaejn-emprendimiento-activity-7397549421640617984-qXcA?utm_source=share&utm_medium=member_desktop&rcm=ACoAAE322goBxttG1KStFS-UteVMGdP4fnaOm7I

 **Jesús Andicoberry** • 1er
Economista. Consultor Digital, asesoro y acompaño a las empresas en sus pro...
3 días • 🌐

🌱🌱 Turismo rural inteligente: innovación con impacto real
Ayer tuve el privilegio de participar como mentor y jurado en el Ideathon AI 4 Rural en el reto de turismo rural inteligente, acompañando a emprendedores con ideas disruptivas e innovadoras sobre cómo aplicar la tecnología para mejorar la vida en nuestros entornos rurales.

🔥 Durante la jornada, exploramos las ventajas de la Inteligencia Artificial (IA) y otras tecnologías avanzadas, a través de casos de éxito inspiradores y showrooms tecnológicos que demostraron el enorme potencial de la digitalización en el mundo rural.

💡 Me siento especialmente satisfecho de poder apoyar a quienes apuestan por transformar el territorio con soluciones innovadoras, sostenibles y con visión de futuro. La combinación de talento emprendedor y tecnología es clave para impulsar un turismo rural más inteligente, inclusivo y competitivo.

👏 Gracias a **Itecam - Centro Tecnológico Industrial de Castilla La Mancha** y a todos los participantes por crear un espacio tan enriquecedor. Estoy convencido de que estas iniciativas son el motor de cambio que necesitamos para acercar la innovación a cada rincón de nuestro país.

#TurismoRuralInteligente #Innovación #Emprendimiento #TransformaciónDigital #IA

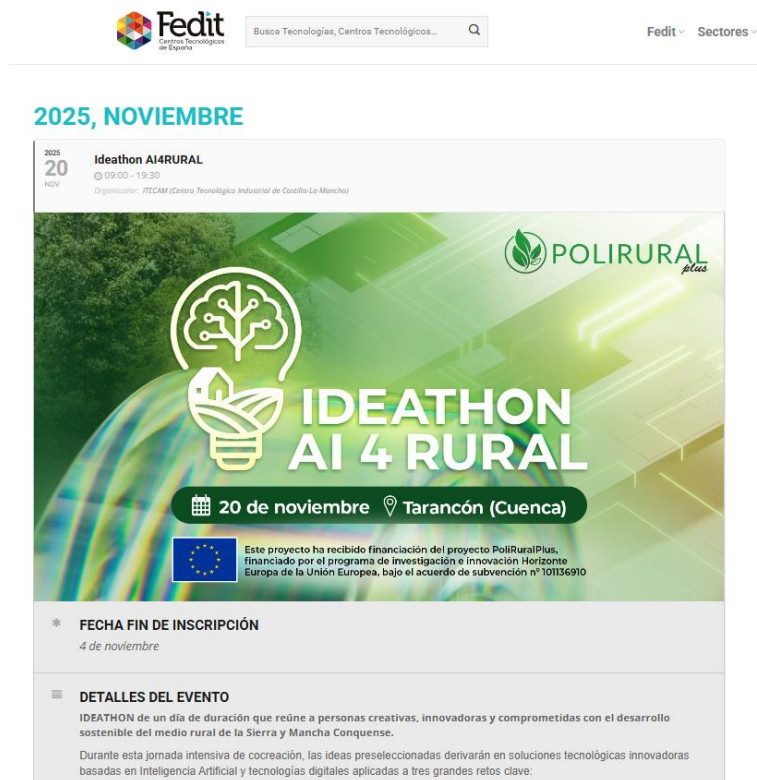


- **CEOE TARANCÓN:**

https://www.instagram.com/p/DQ_agksDcyr/?utm_source=ig_web_copy_link&igsh=NTc4MTIwNjQ2YQ==



- **FEDIT - Federación Española de Centros Tecnológicos:** <https://fedit.com/events/ideathon-ai4rural-20-de-noviembre-tarancón/>
<https://pctclm.com/itecam-organiza-ai4rural-un-ideathon-de-un-dia-de-duracion/>



- **StartUpCLM - Asociación de Startups de Castilla-La Mancha:**
<https://startupclm.com/startupclm-colabora-en-ideathon-ai4rural-innovacion-para-el-desarrollo-rural/>



The screenshot shows the StartupCLM website. The header includes the StartupCLM logo and navigation links: Inicio, Quiénes somos, Socios, Actualidad, Contacto, and social media icons. The main content area features a news article titled "StartupCLM colabora en Ideathon AI 4RURAL organizada por ITECAM: innovación para el desarrollo rural". The article includes a date "23 de octubre de 2025" and a status "No hay comentarios". Below the title is a large graphic for "IDEATHON AI 4 RURAL" with the date "20 de noviembre" and location "Tarancón (Cuenca)". The graphic also mentions "POLIRURAL plus" and "Este proyecto ha recibido financiación del proyecto PoliRuralPlus, financiado por el programa de Investigación e Innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención n° 101136910". The StartupCLM logo is at the bottom left of the graphic.

- **CEOE-CUENCA:**
https://www.ceoecuenca.es/portal/lang_es/rowid_2095722,60127/dTabID_1/tabid_25117/default.aspx



The screenshot shows the CEOE CEPYME Cuenca website. The header includes the text "Noticias CEOE CEPYME Cuenca". Below the header is a search bar with fields for "Texto" and "Fecha", and a "Buscar" button. The main content area features a news article titled "CEOE CEPYME Cuenca invita a sus empresas tecnológicas e innovadoras a participar en el Ideathon de Tarancón". Below the title is a large graphic for "IDEATHON AI 4 RURAL" with the date "20 de noviembre" and location "Tarancón (Cuenca)". The graphic also mentions "POLIRURAL plus" and "Este proyecto ha recibido financiación del proyecto PoliRuralPlus, financiado por el programa de Investigación e Innovación Horizonte Europa de la Unión Europea, bajo el acuerdo de subvención n° 101136910". The CEOE CEPYME Cuenca logo is at the bottom left of the graphic.

17/11/2025 La Confederación de Empresarios de Cuenca colabora con esta iniciativa que ha organizado el Centro Tecnológico Industrial de Castilla-La Mancha (ITECAM) y que se celebrará el próximo 20 de noviembre en la Finca La Estacada de Tarancón.

La Confederación de Empresarios de Cuenca invita a sus empresas tecnológicas e innovadoras a participar en el AI4Rural, un Ideathon que se celebrará de manera intensiva en la Finca La Estaca de Tarancón el próximo 20 de noviembre.

- **PARQUE CIENTÍFICO Y TECNOLÓGICO DE CASTILLA-LA MANCHA:** <https://pctclm.com/itecam-organiza-ai4rural-un-ideathon-de-un-dia-de-duracion/>

ITECAM organiza AI4RURAL, un IDEATHON de un día de duración

por Cristina Martínez | Oct 28, 2025 | Noticias del parque, Portada | 0 Comentarios



¿Lo tuyo es la innovación? ¿Tienes una idea en mente que quieres desarrollar para impulsar el entorno rural de la Sierra y Mancha Conquense? Lo que te vamos a contar, te interesa.

En el marco del proyecto POURURAL PLUS, ITECAM (Centro Tecnológico industrial de Castilla-La Mancha) organiza AI4RURAL, un IDEATHON de un día de duración que reunirá a personas creativas, innovadoras y comprometidas con el desarrollo sostenible del medio rural de la provincia de Cuenca en una jornada intensiva de cocreación que se celebrará el 20 de noviembre en Tarancón (Cuenca).

Los participantes deberán presentar una idea INNOVADORA y VIABLE que impulse el desarrollo sostenible de la Sierra y Mancha Conquense a través de soluciones tecnológicas nnovadoras basadas en inteligencia artificial y tecnologías digitales.

- **El Digital de Cuenca:** <https://eldigitaldecuenca.com/2025/11/17/las-personas-innovadoras-y-creativas-tienen-una-cita-en-tarancon/>



- **Rural Citizen:** <https://www.ruralcitizen.org/group/la-plaza-del-pueblo-2/discussion/a6955e3a-b180-45e4-8979-d727a7643199>



3.5. Graphic and audiovisual evidence

A photographic report was carried out, including both a general video of the event and videos corresponding to the final pitches of each participant. In this Part-A document, the general video and the general photographs will be included.

The general event video is provided through the following YouTube link: <https://youtu.be/g3XH1cV68FY>



3.6. Global impact of communication

The outputs generated have a significant impact on two levels:

3.6.1. Quantitative reach

- 44 social media posts
- 3 official PoliRuralPlus blogs
- 2 official PoliRuralPlus articles
- Event microweb
- Dissemination by collaborating entities
- Spontaneous posts by participants

3.6.2. Qualitative reach

- Positioning of the territory as a space for rural innovation.
- Boost to the digital image of the project.
- Community building.
- Visibility of the work of mentors and companies.
- Increase in the perceived value of the project among local entities.
- Access for participants to new training and technological resources.

3.7. Conclusion of Media Outputs

The communication strategy of the IDEATHON AI4RURAL:

- Was coherent, multichannel and continuous, before, during and after the event.
- Allowed the real impact of the ideathon to be amplified at both regional and national level.
- Generated a set of formal evidence that meets the communication and dissemination requirements of Horizon Europe.

4. Conclusions

The celebration of the IDEATHON AI4RURAL represented a high-value strategic action within the framework of the PoliRuralPlus project, contributing directly and demonstrably to the objectives of rural innovation, territorial strengthening, and revitalisation of the Sierra and Mancha Conquense. The conclusions presented below integrate learnings, quantitative and qualitative results, expected impacts, and future projections.

4.1. Overall evaluation of the success of the event

The ideathon can be considered highly successful for the following reasons:

1. Generation of high-quality ideas

The level of the proposals presented far exceeded expectations for a one-day event. The teams developed:

- Solid technological solutions
- Data-based and Artificial Intelligence-based ideas
- Conceptual prototypes
- Projects with the capacity to become real pilots

2. Diverse and impactful participation

Although the number of participants was below the ideal target, it is worth highlighting:

- A very high level of involvement
- The presence of diverse profiles
- The technical quality of the ideas
- The revitalisation of the rural–urban professional fabric

It is also important to value the enormous recruitment effort, which included:

- Personalised calls
- Coordination with entities
- Intensive dissemination
- Support from territorial collaborators

3. Excellent response to territorial challenges

The three challenges had participation and generated ideas with direct impact on:

- Digital tourism
- Intelligent forest management
- Cultural heritage and immersive experiences

Demonstrating that the territory has creative capacity and talent to respond to complex challenges.

4. Integration of local and regional talent

The event connected:

- Technology companies
- Individual innovators
- Rural entrepreneurs
- Local technicians
- Specialised mentors

This network created is one of the most valuable results of the process.

5. Good performance of specialised mentoring

The mentors:

- Actively supported the maturation of ideas
- Provided realistic technical knowledge
- Guided the teams to align their ideas with the challenges
- Strengthened the technical and strategic viability

4.2. Territorial impact and strategic relevance

4.2.1. Rural–urban connection

The ideathon acted as a catalyst for interaction between:

- Urban professionals with technological knowledge
- Rural actors with knowledge of the territory

This exchange allowed:

- Identifying real needs
- Proposing data-based solutions
- Activating future collaboration networks

4.2.2. Boost to rural digitalisation

Thanks to the event, the Sierra and Mancha Conquense:

- Positions itself as an innovative territory
- Increases its external visibility
- Is directly linked to cutting-edge technologies

4.2.3. Improvement of social and professional capital

The ideathon resulted in:

- New professional relationships
- Emerging collaboration networks
- Opening of entrepreneurship opportunities
- Participation of leading companies

4.2.4. Medium-term economic impact

Although direct economic impact cannot yet be measured, it is expected:

- Generation of applied pilots
- New business opportunities
- Optimisation of tourism services
- Better management of forest resources
- Potential new jobs linked to digitalisation

4.3. Scaling and replicability potential

The IDEATHON AI4RURAL has demonstrated to be:

1. Replicable

Easy to replicate in other European rural territories, especially if:

- The challenges remain adapted to the context
- The mentor network is strengthened
- PoliRuralPlus tools are integrated

2. Scalable

It can be expanded to:

- Several days
- Incubation phases
- Project acceleration
- Development of real pilots

3. Integrable into territorial strategies

The methodological approach of the ideathon fits with:

- Rural development strategies
- Regional digitalisation plans
- Innovative territorial policies

4.4. Limitations and difficulties faced

The following limitations are identified:

4.4.1. Participant recruitment

Despite the strong effort, the figure remained slightly below the ideal target. Based on the background of other projects managed in the province, mobilising and engaging companies is very difficult.

4.4.2. Limited event time

A single day allows ideation, but not advanced prototyping.

Proposal:

- Add a pre-ideation phase or prior materials
- Include a second optional day
- Activate a subsequent incubation phase

4.4.3. Technical complexity of some challenges

Especially in forest management and immersive experiences.

Solution:

- Provide previous datasets
- Explain PoliRuralPlus tools in advance

4.5. Possible next steps

1. Accompaniment for the winning project (RecomIA)

Development of a full pilot through other projects, as indicated in the event call.

2. Activation of additional pilots

Study the potential of:

- Optimus Silva
- arIAdna
- Turicleta

3. Creation of a stable “AI4RURAL” community

To maintain contact among participants and continue generating synergies.

4. Organisation of another editions

The ideathon can become a key event in the region.

5. Integration of PoliRuralPlus as a permanent technological axis

Taking advantage of its tools, dashboards, and resources in future events.

4.6. Final conclusion

The IDEATHON AI4RURAL was a successful, innovative, and transformative milestone.

The day not only generated ideas with real application potential, but also:

- Strengthened the innovative identity of the territory
- Increased the visibility of the Sierra and Mancha Conquense
- Boosted rural digitalisation
- Connected key ecosystem actors
- Prepared the ground for future pilots and projects

In sum, it was an exemplary exercise of: Open Innovation + Artificial Intelligence + Territory + Community.

A model aligned with the values of Horizon Europe and with the strategic mission of the PoliRuralPlus project.

Annex I

Project presentations of all teams:

1. TURICLETA

Participant(s): Turicleta Team

Challenge: Smart Rural Tourism



Turicleta
**Plataforma
de servicios
para el
cicloturismo**

Turicleta is a proposal focused on transforming rural cycle tourism through a digital platform that integrates routes, services, and sustainable mobility. Based on a network of smart electric bicycle stations powered by solar energy, the project proposes a complete ecosystem that connects visitors with the tourist, heritage, and commercial offerings of the small municipalities of the Serranía and Mancha Conquense.

1.1. Identified problem

Turicleta is based on several problems of the territory:

- Lack of accessible sustainable mobility options for tourists and residents.
- Great untapped cycle tourism potential (routes, nature, heritage).
- Dispersed tourist services and resources, difficult to locate.
- Local businesses with low digital visibility.
- Need to better connect the territory's offerings with real tourist demand.

1.2. Proposed solution

The project proposes:

- A digital platform (app + website) that centralises routes, points of interest, and local services.

- Smart electric bicycle stations powered by solar energy, with IoT, smart locks, and security systems.
- A tourism aggregator that brings together accommodation, restaurants, workshops, heritage, activities, and shops.
- Planning tools for visitors and an interactive map with personalised recommendations.
- A collaborative model open to local actors and companies in the territory.

1.3. Innovative elements

- Specific approach for small rural municipalities, where almost no integrated smart cycle tourism solutions exist.
- Autonomous electric mobility powered by solar energy.
- Integration of mobility, services, and local commerce in a single platform.
- Model based on territorial collaboration and generation of a digital ecosystem.
- Scalable design that can be replicated in other territories.

1.4. Use of AI

- Personalised route recommendations according to profile, ability, and preferences.
- Smart suggestions of local services based on context.
- User behaviour analysis to optimise tourist offerings.
- Demand prediction and decision-making for the location of stations.

1.5. Potential use of PoliRuralPlus tools

Turicleta can benefit from several PR+ tools:

- **Jackdaw:** to analyse routes, access, slopes, and territorial distribution of services, identifying opportunities and tourism gaps.
- **Magpie:** to explore similar solutions in other territories and technologies applicable to smart cycle tourism.
- **Reference Database:** to support the proposal with studies on sustainable mobility, active tourism, and the rural economy.
- **Advisor:** to better understand the tourism and mobility needs of the region and justify strategic decisions.

1.6. Expected impact

Economic: increase in tourist expenditure, boost to local commerce, job creation.

Social: territorial cohesion, digital empowerment of local actors, creation of a cycle tourism community.

Environmental: reduction of emissions, sustainable mobility, non-massified tourism.

Territorial: greater visibility of the destination, new opportunities in the face of depopulation.

2. VALDORIA LUXURY RESORT & SPA

Participant(s): Valdoria Team

Challenge: Smart Rural Tourism



Valdoria Luxury Resort & Spa is a premium rural tourism proposal that merges nature, wellbeing, and advanced technology. The project is based on the creation of a smart rural resort whose central element is Val, a virtual assistant with its own identity, human voice, and personalised narrative that accompanies the guest before, during, and after their stay. The objective is to demonstrate that rural tourism can be innovative, sustainable, and emotionally human, without losing its authenticity or its connection with the territory.

2.1. Identified problem

- Rural tourism continues to be mostly analogue and poorly digitalised.
- Lack of digital tools to personalise the guest experience.
- Low international visibility and difficulty in differentiating from other rural accommodations.
- Fragmented tourist offering, without a unified narrative between territory, accommodation, and experiences.
- Disconnection between the expectations of the current tourist (comfort, personalisation, digital assistance) and the reality of rural accommodations.

2.2. Proposed solution

- Creation of a smart rural resort where technology is at the service of the experience.
- Development of Val, a virtual assistant with a human face, warm voice, and its own personality that accompanies the guest at all stages of the trip.
- Conversational interface accessible from the resort's website, without apps or downloads.
- Comprehensive personalisation of the experience: gastronomic recommendations, routes, wellbeing, cultural and wine-tourism activities.

- Continuous post-stay communication system to retain visitors.
- Scalable model that allows “Val” to be deployed in any rural accommodation, regardless of its size.

2.3. Innovative elements

- A virtual assistant with its own emotional identity, beyond a conventional chatbot.
- Natural interaction based on everyday language and context-adapted recommendations.
- Design of holistic experiences: before, during, and after the stay.
- Use of generative AI to create images, texts, visual design, and Val’s own personality.
- Fast, economically accessible, and fully customisable implementation model.
- Replicable concept for rural accommodations of any typology.

2.4. Use of AI

- Conversational virtual assistant based on generative AI with its own identity.
- Neural voice synthesis for natural and warm communication.
- Personalised recommendation engine according to guest preferences.
- Automatic generation of visual content, narratives, images, and design.
- User behaviour analysis to improve experience and retention.
- Automation of the resort’s operational processes to optimise resources.

2.5. Potential use of PoliRuralPlus tools

Although Valdoria is a model centred on the guest experience, several PoliRuralPlus tools could enhance its proposal:

- **Advisor:** to analyse trends and needs of rural tourism in the region and validate the opportunity for a sustainable and smart resort.
- **Jackdaw:** to integrate territorial information, identify routes, points of interest, and design personalised experiences based on geospatial data.
- **Magpie:** to explore similar cases and digital hospitality technologies applied in other European territories.
- **MAATool:** to work with local actors (wineries, artisans, guides) in the co-creation of the resort’s activities and experiences.
- **Reference Database:** to ground the proposal in studies on smart tourism, sustainability, and digitalisation of the sector.

2.6. Expected impact

Economic impact

- Increase in direct bookings and high-value clients.
- Competitive differentiation of the destination through innovation.
- Cost reduction through automation.
- New opportunities for premium rural tourism.

Social impact

- Accessible digitalisation of the rural tourism sector.
- Technology training for local teams.
- Retention of qualified employment in depopulated areas.
- Revaluation of the territory's natural and cultural heritage.

Environmental impact

- Less need for printed materials.
- Efficient management of the resort's resources.
- Promotion of sustainable and proximity-based experiences.
- Environmental awareness through new digital narratives.

Territorial impact

- Transformation of rural tourism towards more innovative and emotional models.
- Positioning of the region as a pioneer destination in digital experiences.
- Creation of a scalable network of accommodations with virtual assistants.

3. CASTILLA INMERSIVA

Participant(s): 3D TWINS (Sandra Sánchez)

Challenge: Digitalisation of Cultural Heritage

Castilla Inmersiva is an innovative proposal that drives the digitalisation and virtualisation of the historical and archaeological heritage of Castilla-La Mancha. The project proposes an educational and interactive platform that allows the exploration of regional heritage through legally usable 3D models, interactive maps, timelines, and immersive environments in Spatial. Its objective is to democratise access to heritage, reduce educational inequalities, and offer new forms of learning and cultural tourism adapted to digital generations.

3.1. Identified problem

- Abundance of 3D heritage models that do not have commercial licences, which limits their educational and dissemination use.
- Few accessible platforms that turn these models into immersive, scalable, and educational experiences.
- Difficulty integrating visits to archaeological sites and castles into school activities due to distance and logistics.
- Lack of a homogeneous infrastructure that connects 3D models with modern virtual environments.
- Low accessibility of heritage for young people and the general public.

3.2. Proposed solution

- Creation of a legal repository with 3D models usable for educational and dissemination purposes.
- Development of an interactive web platform with a 2D map, heritage element files, and layers by cultural eras.
- Integration of a dynamic timeline that allows visualising the historical evolution of the territory.

- Generation of immersive environments in Spatial for guided tours, free exploration, and narrative educational experiences.
- Complete navigation flow from web → era selection → interactive map → 3D environment → immersive experience.

3.3. Innovación

- 3D database with legalised models for academic and dissemination use.
- Educational approach based on exploration, narrative, and immersive learning.
- Native integration with virtual reality platforms and shared digital environments.
- Possibility of extending the ecosystem towards gamification, digital badges, and physical-digital tourism.
- Scalable model to incorporate more heritage elements and more technologies in the future.

3.4. Use of AI

The project incorporates several AI possibilities:

- Automated reconstruction and optimisation of 3D models (gap filling, smoothing, material classification).
- Creation of a specific archaeological LLM trained with regional documentation to act as a virtual guide and answer questions.
- Visual recognition and OCR to identify inscriptions, panels, objects, and historical structures.
- Generation of accessible explanations, interpretive sheets, and educational narratives through generative AI.

3.5. Potential use of PoliRuralPlus tools

Castilla Inmersiva could rely on several PR+ tools:

- **Jackdaw:** to visualise heritage elements on maps and enrich territorial analysis.
- **Reference Database:** to support historical, archaeological, and educational content with verified documents.
- **Magpie:** to find cases of heritage digitalisation in other territories and applicable technologies.
- **MAATool:** to coordinate participation from educational centres, museums, guides, and local cultural actors.

3.6. Expected impact

Educational impact: universal access to heritage, reduction of geographical inequalities, modern tools for teachers and students.

Cultural impact: preservation and revaluation of regional heritage; new digital narratives; accessible immersive experiences.

Tourism impact: greater attractiveness for young and digital visitors; gamification; connection between virtual and physical visits through QR.

Territorial impact: strengthening of cultural identity; collaboration between institutions; creation of a stable cultural innovation ecosystem.

Technological impact: boost to 3D digitalisation, AI applied to heritage, and the development of immersive experiences.

4. MEMORIA VIVA RURAL

Participant(s): Maro Silvestre Terrasa

Challenge: Digitalisation of Cultural Heritage



MemorIA Rural Viva is an initiative that seeks to preserve, activate, and give new life to the oral, emotional, and cultural heritage of rural towns, starting with Tarancón. The project proposes collecting testimonies from elderly residents, processing them through artificial intelligence, and transforming them into immersive augmented-reality experiences geolocated in the streets of the municipality. In this way, collective memory becomes a living, educational, touristic, and social resource that can be experienced directly in the places where the stories occurred.

4.1. Identified problem

- The oral memory of rural towns is disappearing without being recorded.
- Every time an elderly person passes away, a “library” of knowledge, memories, and stories is lost.
- Traditional trades, expressions, place names, festivities, and life experiences are no longer being transmitted to younger generations.
- Young generations are disconnected from the emotional and cultural heritage of the territory.
- Lack of tools that turn this intangible heritage into an accessible, educational, and touristic resource.

4.2. Proposed solution

MemorIA Viva Rural proposes:

- A digital platform that collects testimonies, processes them with artificial intelligence, and converts them into accessible content.
- A participatory process where young people interview older residents, creating a generational bridge.
- Creation of a living map of the municipality with geolocated points that include old photographs, real audio, and stories generated with AI.
- Development of augmented-reality experiences in emblematic places of the town, recreating scenes from the past.
- Construction of a Digital Living Museum, free and accessible from any device.

4.3. Innovative elements

- Combines intangible heritage + AI + augmented reality + citizen participation.
- Emotionally connects young and elderly people through interviews and technology.
- Brings stories “back” to the places where they happened, through geolocated AR.
- Proposes a replicable methodology to create a network of rural Digital Living Museums.
- Provides a new touristic approach: immersive emotional heritage.

4.4. Use of AI

AI is a central pillar of the project:

- Automatic transcription and audio cleaning of testimonies.
- Automatic identification of places, topics, and relevant concepts.
- Smart classification of stories: trades, festivities, migration, iconic places, etc.
- Generation of accessible summaries and micro-stories based on real testimonies.
- Creation of avatars and narratives that guide immersive experiences.

AI does not replace memory—it organises it, amplifies it, and makes it accessible to the entire community.

4.5. Potential use of PoliRuralPlus tools

The project naturally fits with several PR+ tools:

- **MAATool:** to coordinate participation of associations, schools, elderly collectives, and cultural entities.
- **Reference Database:** to support the proposal with studies on oral heritage, cultural digitalisation, and participatory methodologies.
- **Jackdaw:** to integrate geolocated stories within interactive territorial maps.
- **Magpie:** to identify technologies and cases of intangible-heritage digitalisation in other European regions.

4.6. Expected impact

Social impact:

- Reduction of the generational gap, strengthening of local identity, creation of bonds between young and elderly residents.

- Recovery of community pride and social cohesion.

Cultural impact:

- Preservation of intangible heritage before it disappears.
- Creation of a living and accessible digital archive.
- Revaluation of the territory through immersive experiences.

Touristic impact:

- Increase in visits thanks to unique immersive routes.
- Attractiveness for modern, experiential, and emotional cultural tourism.
- New opportunities for local businesses and services.

Territorial impact:

- Replicable model for the entire region and beyond.
- Positioning Tarancón as a demonstrator territory for cultural innovation.

5. OPTIMUS SILVA

Participant(s): OPTIMUS SILVA (Héctor Abarca)

Challenge: Smart Forest Management



Optimus Silva is a smart forest management proposal that integrates social, environmental, and economic data to optimise decision-making in the territory. The project proposes the use of Big Data and Artificial Intelligence to anticipate conflicts, prioritise actions, and generate more efficient, sustainable, and consensus-based forest management plans. Its mission is to transform forests into “smart forest assets,” capable of balancing conservation, profitability, and social wellbeing.

5.1. Identified problem

- Social conflicts over land use with opposing interests (environmental, economic, recreational, agricultural).
- Loss of economic opportunities associated with poorly optimised forest management.
- Environmental degradation due to lack of data-driven planning.
- Difficulty integrating multiple variables (economic, ecological, social) into a single decision model.
- Need to improve efficiency in the management of public and private forests.

5.2. Proposed solution

- Mass integration of forest, social, economic, and environmental data into a single intelligent system.
- Use of Big Data and AI to identify the optimal management solution, balancing interests and minimising conflicts.
- Simulation models to estimate profitability, ecological impacts, and action scenarios.
- Development of Smart Forest Assets (SFA) for advanced decision-making.
- Structured investment proposal to expand, develop, and validate the system.

5.3. Innovation

- Comprehensive approach combining social, economic, and ecological data into a single model.
- Quantitative optimisation of profitability, conservation, and risk.
- Automation of territorial analysis through AI.
- Clear structure of “smart forest assets” enabling the methodology to scale to new areas.
- Direct application for public administrations, forest managers, and private companies.

5.4. Use of AI

AI is the central axis of the project and enables:

- Identification of land-use patterns and anticipation of risks.
- Finding the optimal combination of forest actions using optimisation algorithms.
- Prioritisation of areas according to ecological value, fire risk, potential profitability, or social fragility.
- Evaluation of future scenarios and modelling of the impact of different management strategies.
- Transforming the forest into a “digital asset” with updated indicators.

5.5. Potential use of PoliRuralPlus tools

The project naturally fits with several PR+ tools:

- **Jackdaw:** for geospatial analysis, visualisation of forest masses, territorial risk, and environmental patterns.
- **Advisor:** to identify forest needs, regional challenges, and opportunities aligned with local policies.
- **Magpie:** to review AI solutions applied to reforestation, conservation, and fire management in other European territories.

- **MAATool:** to connect administrations, landowners, associations, and key actors in participatory processes.
- **Reference Database:** to support sustainable management models, forest analysis, and strategic planning.

5.6. Expected impact

Environmental impact:

- 146.3 ha protected in the plan, improved conservation by 40%.
- Greater ecosystem resilience and reduced fire risk.
- Optimisation of land use and protection of natural resources.

Economic impact:

- Profitability optimised by 19%.
- Better use of forest resources and economic opportunities.
- Valuable tool for administrations and private managers.

Social impact:

- Reduction of conflicts between local interests.
- More transparent and evidence-based decisions.
- Improved forest governance.

Territorial impact:

- Progress towards a smart and sustainable forest management model.
- Replicable in other areas with similar characteristics.
- Greater cohesion between public and private actors.

6. RecomIA (*WINNER*)

Participant: RecomIA (Frédéric Fyon)

Challenge: Smart Forest Management

RECOMIA

Proyecto de gestión a distancia de
compostaje en los pueblos



RecomIA is an integrated solution for the smart management of community composting in rural municipalities. The project proposes combining composting infrastructures with artificial intelligence to monitor processes, comply with legal requirements, automate administrative procedures, and provide real-time guidance to both administrations and users. Its objective is to turn local composting into an efficient, sustainable, profitable, and technologically advanced system that contributes to the circular economy and the improvement of agricultural soil.

6.1. Identified problem

- Growing need to manage organic waste according to European regulations.
- Increase in the cost of transporting waste to centralised plants.
- Difficulty for small municipalities to comply with procedures, records, and technical requirements.
- Lack of citizen training on the proper use of composters.
- Missed opportunity to generate high-quality compost and improve agricultural soils.
- Lack of tools to monitor composting processes remotely and efficiently.

6.2. Proposed solution

- Integrated system covering all phases of composting:
 - o Preliminary phase: institutional contact and creation of the user group.
 - o Creation phase: installation and conditioning of the composting area.
 - o Administrative phase: automation of procedures, records, and compliance with requirements.
 - o Educational phase: training for users and best practices.
 - o Analysis phase: reception and processing of operational data.
- Interactive digital platform with real-time monitoring, alerts, notifications, and automatic recommendations.

- Tool allowing municipalities and communities to manage multiple composting points without continuous travel.
- Replicable and scalable process for towns and rural regions.

6.3. Innovative elements

- Complete system combining technology + training + administrative management in a single service.
- Automation of mandatory procedures, particularly complex for small municipalities.
- Use of AI to improve processes and anticipate problems.
- Economic model with low initial investment and high territorial scalability.
- Circular economy approach generating a free resource (compost) for agricultural and environmental uses.
- Direct connection with European policies on organic waste and sustainability.

6.4. Use of Artificial Intelligence

AI is one of the pillars of the project:

Professional assistant (generative AI)

- Automatic generation of reports and administrative records.
- Completion of mandatory documentation according to regulations.
- Virtual support for users and managers.

Machine Learning

- Descriptive analysis and processing of composting data.
- Automatic real-time graphical representation.
- Pattern identification to optimise processes.
- Predictive models to anticipate incidents or deviations.

Intelligent automation

- Automatic notifications to users and technicians.
- Remote actions on the system.
- Interactive interface with analytical dashboard.

6.5. Potential use of PoliRuralPlus tools

RecomIA fits naturally with several PoliRuralPlus tools:

- **MAATool:** to coordinate participation with municipalities, environmental groups, and user communities.
- **Advisor:** to justify the territorial need for the composting system and its impact on local policies.
- **Magpie:** to identify similar smart waste management technologies in European territories.
- **Jackdaw:** to geographically visualise composting points, flows, and optimal installation areas.
- **Reference Database:** to support the project with studies on circular economy, organic waste, and the green transition.

6.6. Expected impact

Environmental impact

- Carbon capture and improved biodiversity.
- Decontamination and recovery of agricultural soils.
- Contribution to combating climate change.
- Reduction of waste transport and associated emissions.

Social impact

- Promotion of citizen participation in sustainability.
- Creation of active communities around composting.
- Environmental training for local populations.

Economic impact

- Reduction of waste fees and municipal costs.
- Obtaining free compost for agricultural use.
- Technological development with potential job creation.
- High profitability for the implementing company with low initial costs.

Territorial impact

- Greater sustainability in rural municipalities and improved resilience.
- Possibility of replicating the system in multiple towns in the region.
- Alignment with European regulations and green transition strategies.

7. WINEROBOTIC

Participant(s): Jesus Bernalte - WineRobotic

Challenge: Smart Tourism + Wine Tourism



WineRobotic is an autonomous agricultural robot designed to address the growing shortage of specialised labour in vineyards and perennial crops. The system combines advanced robotics, high-precision sensors, and artificial intelligence to perform tasks such as pruning, leaf removal, inspection, and tying of vine shoots. Its objective is to ensure operational continuity, precision, and efficiency during critical moments of the agricultural cycle, improving productivity and reducing dependence on specialised workers.

7.1. Identified problem

- Growing shortage of qualified labour in the agricultural sector.
- Aging rural population and lack of generational replacement.
- Migration to urban areas, reducing the availability of workers.
- Need to carry out specialised tasks within very specific periods (pruning, tying, leaf removal).
- Risk to the continuity and competitiveness of agricultural holdings, especially vineyards.
- Lack of technological tools that automate high-level technical processes.

7.2. Proposed solution

- Development of a multifunctional autonomous robot capable of performing pruning, leaf removal, inspection, and vine-shoot tying.
- Robust vehicle with all-terrain propulsion, LiDAR sensors, advanced optical cameras (including thermal and multispectral vision).

- Articulated robotic arm with interchangeable tools to perform tasks with millimetric precision.
- Hybrid energy system (batteries + solar panels + automatic charging station).
- User-friendly interface via touchscreen or wireless connection.
- Modular architecture allowing the arm to be mounted on tractors or other existing agricultural machinery.

7.3. Innovation

- Real combination of autonomous robotics + advanced sensors + agricultural AI.
- Ability to perform multiple tasks in a single pass, improving productivity.
- Modular system adaptable to any agricultural holding.
- High-precision autonomous navigation in vineyard rows thanks to LiDAR and multispectral vision.
- Specific module for automated vine-shoot tying.
- Drastic reduction in labour dependency for critical tasks.

7.4. Use of artificial intelligence

- Computer vision AI to identify plant structures, crop condition, damaged or unbalanced areas.
- Predictive models that help the robot decide where to cut, how much leaf removal to perform, or when to act.
- Autonomous navigation algorithms based on sensor fusion.
- Continuous data analysis to improve efficiency and performance in each intervention.
- Integrated conversational assistance to help the user configure or troubleshoot the system.

7.5. Potential use of PoliRuralPlus tools

WineRobotic can be aligned with several tools of the PR+ ecosystem:

- **Jackdaw:** territorial analysis of agricultural areas, maps of vineyard distribution, and geospatial patterns useful for planning.
- **Magpie:** search for European smart-agriculture and robotics solutions to inspire future improvements.
- **Reference Database:** consultation of research on precision agriculture, robotics, and digitalisation of the primary sector.
- **MAATool:** coordination with cooperatives, wineries, and farmers to validate needs and plan pilots.
- **Advisor:** analysis of territorial challenges related to agriculture, depopulation, and sustainability.

7.6. Expected impact

Economic impact

- Increased productivity (more vines pruned per hour vs. professionals).
- Reduction of costs derived from labour shortages.
- Greater stability during agricultural campaigns by ensuring operational availability.
- Possible amortisation in a few seasons thanks to its multi-use utility.

Social impact

- Shift in the perception of agriculture as an innovative sector.
- Reduction of operational stress and dependence on temporary workers.
- Professionalisation of the sector through advanced technology.

Environmental impact

- Electric robot powered partially by solar energy.
- Greater precision = fewer plant injuries and improved vineyard health.
- Optimisation of resources in agronomic tasks.

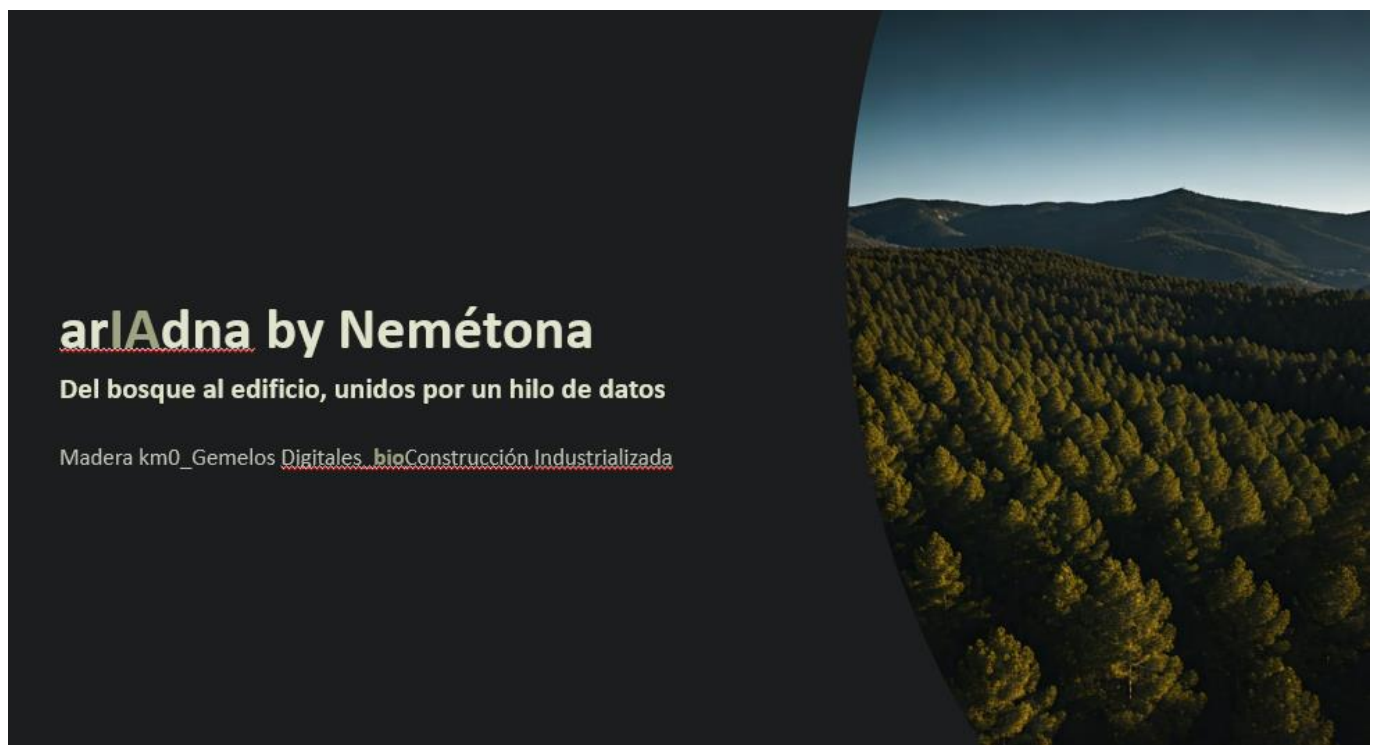
Territorial impact

- Improvement of the competitiveness of the wine sector in rural areas.
- Appeal to new generations interested in agrotechnology.
- Reduction of the region's vulnerability to the shortage of agricultural labour.

8. arIAdna

Participant(s): Nemétona team (Alvaro Tarancón)

Challenge: Smart forest management



arIAdna by Nemétona is a visionary proposal that connects the forest and construction through a continuous flow of data. Its objective is to transform forest management and sustainable construction through digital twins, industry 5.0, and full traceability of km 0 timber. The project proposes a complete digital chain that links the origin of the forest resource with high-tech timber buildings, reducing emissions, generating green rural employment, and enhancing the value of the forests of the Sierra and Mancha Conquense as an economic, social, and environmental resource.

8.1. Identified problem

- Underutilised forests, with excess biomass and high fire risk.
- Lack of traceability in the origin and processes of timber: it is not known from which forest it comes or how it has been managed.
- Construction dependent on steel and concrete with a high carbon footprint.
- Digital disconnection between forest ecosystems and the construction sector.
- Loss of the environmental, economic, and social value of forests due to the absence of an integrated chain.

8.2. Proposed solution

- Creation of a forest digital twin based on LiDAR scanning to accurately model forest masses.
- Advanced analysis to decide how much, when, and how to extract timber, minimising impact and maximising benefits.
- Integration with industry 5.0: BIM, digital design, IoT sensors, machine learning, drones, and CNC robotisation to manufacture engineered wood products (GLT, CLT).
- Development of the arIAdna system, a “digital thread” that connects in real time the forest twin with the building twin.
- Implementation of full traceability through blockchain: unique code, forest passport, visible management, and measurable impact.
- Creation of a complete value chain: forest → extraction → industry → building → data.

8.3. Innovative elements

- Comprehensive digital chain from forest to building, unique in its holistic approach.
- Forest and construction digital twins connected in real time.
- Blockchain-based traceability that guarantees transparency and trust.
- Use of km 0 engineered timber as a tool for urban decarbonisation.
- Integration of emerging technologies: LiDAR, IoT, ML, CNC, BIM, AR.
- Recovery of timber tradition as a green economy for depopulated areas.

8.4. Use of artificial intelligence

AI appears at several key stages:

- Machine learning algorithms to optimise industrial processes, predict consumption, improve precision, and automate decisions in the production chain.
- AI integrated into forest analysis to assess forest condition, estimate risks, and define optimal extraction scenarios.
- Automated interpretation of point clouds (LiDAR) to improve digital twin modelling.
- Support for decision-making on management, environmental impact, and industrial planning.

8.5. Potential use of PoliRuralPlus tools

The project itself identifies a direct synergy with several PR+ tools:

- **Advisor:** to analyse the knowledge space, select pilot forests, and support regional plans.
- **Jackdaw:** to understand the territorial context of forest masses and their geospatial distribution.
- **MAATool:** to co-create action plans with local actors (forest owners, municipalities, industry, associations).

These tools strengthen territorial analysis, decision-making, and the integration of key stakeholders.

8.6. Expected impact

Environmental impact

- Better managed and more resilient forests.
- Lower fire risk thanks to planned extraction.
- Buildings that act as carbon sinks.
- Substitution of high-footprint materials with local engineered timber.

Social and territorial impact

- Creation of qualified green jobs in rural areas.
- Recovery of timber tradition and strengthening of territorial pride.
- Contribution to the fight against depopulation through new economic opportunities.

Economic impact

- Growing demand for CLT/GLT compared to the limited national supply.
- Scalable and replicable model with high technological added value.
- Competitiveness of km 0 timber in sustainable construction markets.

9. EL BOSQUE ENCANTADO

Participant(s): Pablo Romero

Challenge: Forest Management / Environmental Education

EL BOSQUE ENCANTADO

El Bosque Encantado is a triple-impact initiative —environmental, educational, and economic— that proposes creating a forest and ecosystem management entity dedicated to reforestation, sustainable territorial management, and the generation of economic value through carbon credits and certified forest products. The project combines financial education, biodiversity conservation, and the creation of new carbon sinks as an integrated strategy to regenerate rural territories, retain population, and attract green investment.

9.1. Identified problem

- Abandonment and progressive degradation of forests, with loss of biodiversity.
- Growing need for planned and sustainable reforestation to combat climate change.
- Lack of attractive economic models that make forest management profitable in rural areas.
- Scarcity of job opportunities and depopulation in forest territories.
- Weak financial culture that limits conscious and sustainable investment in environmental projects.

9.2. Proposed solution

- Creation of a forest and ecosystem management entity dedicated to reforestation with technical, scalable, and sustainable criteria.
- Design of high-impact reforestation projects, such as planting 100,000 trees (estimated investment: €300,000).
- Generation of carbon and water sinks, improving ecosystem resilience.
- Obtaining carbon credits and certification of forest products for companies with CSR policies.

- Implementation of a financial education platform that trains individuals and companies to invest consciously and profitably in green projects.
- Attractive investment model that links reforestation + profitability + social impact.

9.3. Innovative elements

- Unique combination of sustainable forest management and financial education, creating responsible green investors.
- Economic model combining financial return with the generation of certified carbon sinks.
- Scalable proposal capable of regenerating entire rural territories.
- Integration of biodiversity, ecosystem services, and environmental certifications in a single system.
- “Mission-focused” approach: not only a project, but a transformative strategy.

9.4. Use of artificial intelligence

The project can incorporate AI in several key functions:

- Monitoring of reforestations through automated analysis of satellite images and multispectral data.
- Predictive models to estimate growth, carbon capture, and ecological resilience.
- AI to validate the authenticity and evolution of carbon sinks.
- Algorithms to optimise species selection based on soil, climate, and environmental projections.
- Virtual assistants within the financial education platform to advise users and investors.

9.5. Potential use of PoliRuralPlus tools

El Bosque Encantado can benefit from the PR+ ecosystem:

- **Jackdaw:** for geospatial analysis of optimal reforestation areas, risks, and opportunities.
- **Advisor:** to identify environmental needs and forest management priorities in the territory.
- **Magpie:** to review intelligent reforestation technologies and models in Europe.
- **MAATool:** to coordinate participation from municipalities, forest owners, and social actors.
- **Reference Database:** to scientifically support reforestation and ecosystem management strategies.

9.6. Expected impact

Environmental impact

- Creation of carbon sinks and increased biodiversity.
- Improved soil, water capture, and ecosystem regeneration.
- Reduction of the carbon footprint of companies through certifiable projects.

Social impact

- Training in financial education to empower citizens and companies.
- Generation of opportunities to retain population in rural areas.
- Recovery of the bond between territory, nature, and community.

Economic impact

- Creation of new income streams through carbon credits.
- Green investments with high profitability and low risk.
- Development of a sustainable and diversified forest economy.

Territorial impact

- Real regeneration of rural areas through scalable projects.
- Increased resilience to climate change.
- Transformation of abandoned forests into economic and ecological assets.

Additional Supporting Materials:

Articles and blogs: The articles and blogs are provided in a PDF document in the same format as submitted for publication on the PoliRuralPlus website.

File: Ideathon AIRRURAL Articles and Blogs.zip

Project participants presentations: All the presentations submitted by the participants are attached in a compressed file.

File: Participant presentations.zip

Presentation of the technical session: Presentation of the technical session: The PDF version of the technical session delivered by Cristina Conejo.

File: IA4RURAL_IDEATHON_SESIÓN TECNICA.pdf

Graphic and audiovisual evidence: The general event video is provided through the following YouTube link:
<https://youtu.be/g3XH1cV68FY>