

Animals

Climatic  
changes

Bacterial  
and viral  
diseases

*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

A proper  
crop  
protection  
system

Detection  
of crop  
diseases



Birds

Well

Scarecrow

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others



To enhance  
protection  
of crops

To increase  
agricultural  
growth

To increase  
welfare of  
society

**PAIN**

fears  
frustrations  
obstacles

Animals  
intruding

Disease of  
plants

Poor  
surveillance



**GAIN**

“wants” / needs  
measures of success  
obstacles

Protection  
of crops

Prevention  
from crop  
diseases

Detection  
of climate  
changes

