

**ENVision**

Enhance, Nurture and Vitalize



The ENVision project has received funding from the LIFE Programme of the European Union

AFTER LIFE PLAN

2023
2027

**Larderello Group**

Energy • Food • Water • Global • Circular • Smart Cities



Use of **EnNuVi technology** as combination of polyphenols and micronutrients patented internationally. In short:

Nurture

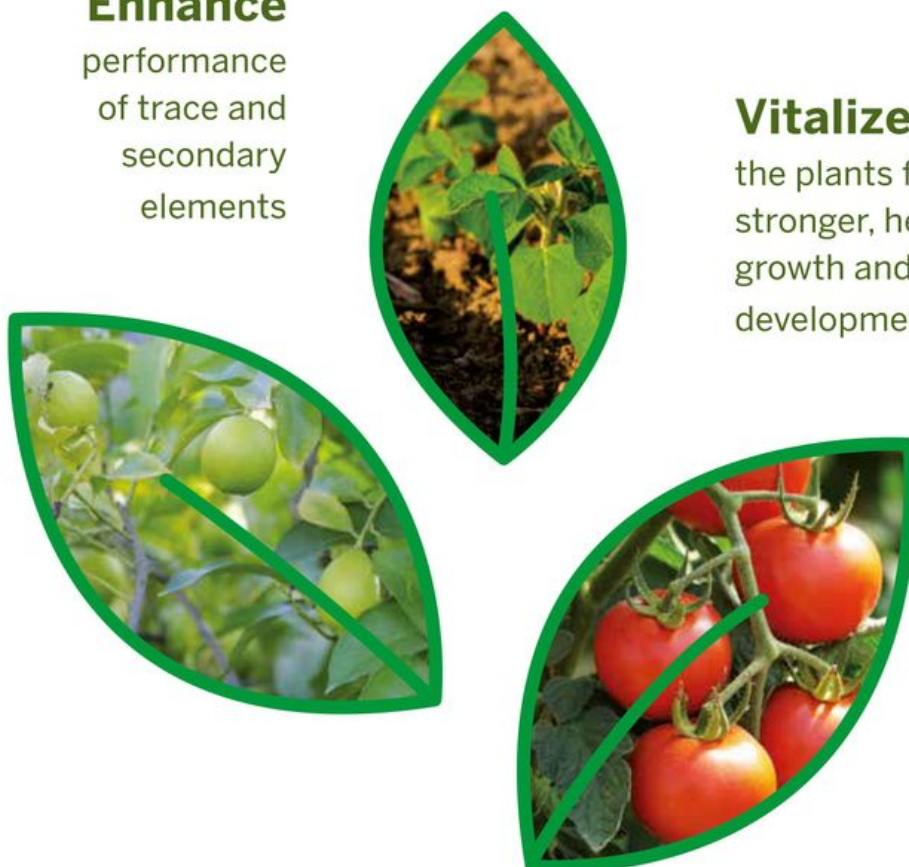
the plants with essential nutrients, required for their development and to maximize yield potential

Enhance

performance of trace and secondary elements

Vitalize

the plants for stronger, healthier growth and development





ABOUT THE LIFE PROGRAMME

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Introduced by the European Union in 1992, the LIFE programme deals with co-funding for projects on environmental issues proposed by member countries.

OBJECTIVES

The LIFE programme aims to promote an economy with a more efficient and sustainable use of environmental resources, reduce CO2 emissions, reduce climate change, improve environmental quality, fight against the degradation of ecosystems, and pursue better environmental legislation.

BENEFICIARIES

Small, medium, and large enterprises, public organisations and research centres, and private non-profit organisations (NGOs, NPOs).

The LIFE ENVision project is part of the LIFE Programme.

PROJECT TITLE:

Enhance, Nurture and Vitalize the crops to increase yield and healthy plant growth

PROJECT Acronym:

LIFE ENVision

DURATION:

01.07.2019 – 30.06.2023

EU FINANCIAL CONTRIBUTION:

1.025.860 Euro

PROJECT COORDINATOR:

SCL Italia Spa

ENVision Project is co-funded by EU's LIFE Programme under Grant Agreement LIFE18 ENV/IT/000304



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FIELD TRIALS

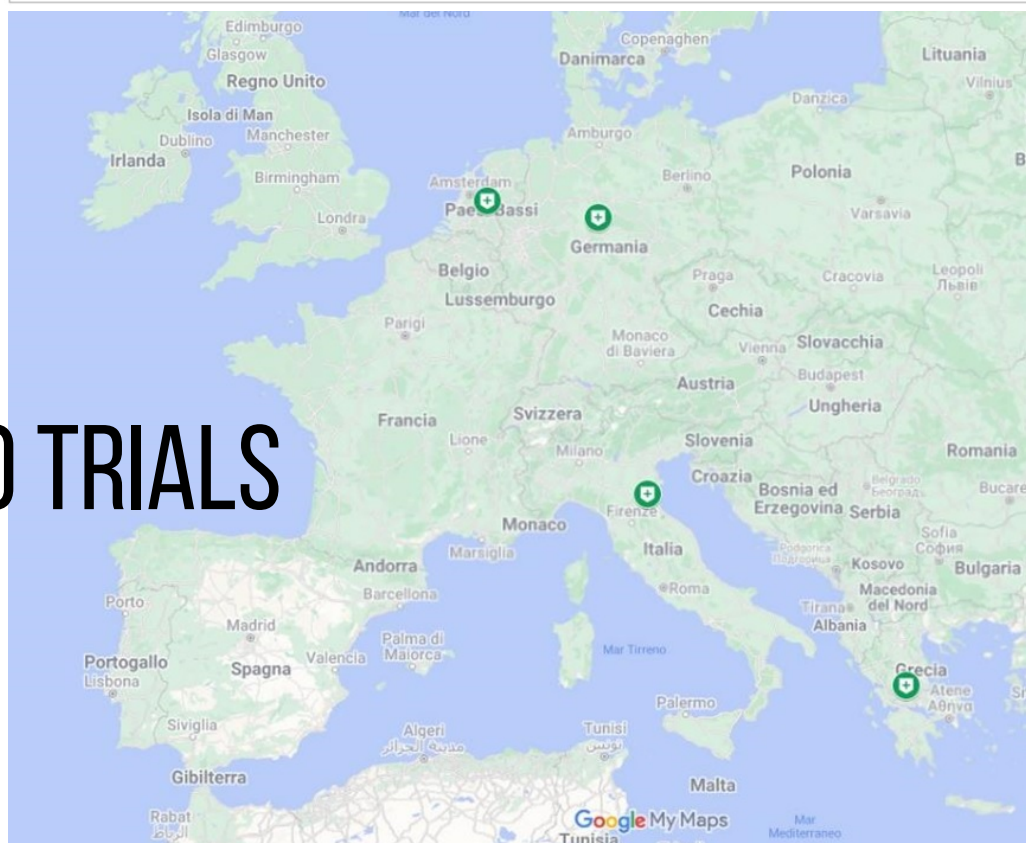


Field trials type A – Biotic stress, Fungicide reduction



Field trials type B – Abiotic stress, Water Use Efficiency

DEMO TRIALS







INTRODUCTION AND OBJECTIVES

Introduction

The objective of the After-LIFE Plan is to promote and ensure the continuation of the dissemination of the results of LIFE ENVision project during the years after the official conclusion of the 4-years project.

FertiGlobal is going on to:

-  Remind the main objectives of the project and the methodology used
-  Showcase of the achieved results
-  Show the dissemination activities during the lifetime of the project
-  Indicate the after-life plan roadmap

Objectives

LIFE ENVision brings in the market an innovative biostimulant based on FertiGlobal's breakthrough EnNuVi technology that can radically change the impact of agriculture on environment, while supporting the higher demand for food and higher field productivity.

The LIFE ENVision project addresses one thematic priority for Environment and Health and the main objective is to obtain on large scale the reduction of fungicides quantities without compromising the plants resistance to diseases and infestations, and verifying the increased soil fertility and the decreased water consumption as indirect environmental benefit.

Through LIFE ENVision we are able to deliver to the market and farmers a technological solution with a dual function:

- 1) to improve plant health and agricultural yield by making crops more resilient to climate change and more resistant to the abiotic (drought) stresses
- 2) to reduce the agricultural environmental impacts by limiting the use of fungicides, the main marketed pesticide subcategory, and decreasing water consumption.

LIFE ENVision improves the environmental quality through an advanced formulation of biostimulant with direct positive impacts on the environment by minimizing the exposure to toxic chemicals and indirect effects on the health of European citizens by avoiding toxic substances accumulate along the entire food chain.



KEY ACTIONS

Finalization of the **EnNuVi** formulation
and validation of the mode of action
against abiotic stresses

Assessment of **EnNuVi** efficacy for
its benefits through large-scale field
demonstration trials (2,000 ha)
in 6 EU countries and different
climatic conditions

Scale up of **EnNuVi**
industrial productive
process

EnNuVi Business
Development: to assure
the availability to the
European farmers
by establishing the
distribution network



ACHIEVED RESULTS

10 formulations

36 field trials across **6** EU countries on **13** different crops

4 different European agro-climatic regions
(Continental, Atlantic, Mediterranean north and Mediterranean south),

32 demo trials in **6** EU countries on **20** crops

Reduction of fungicides up to **65%**

Reduction of water up to **50%**



FertiGlobal®

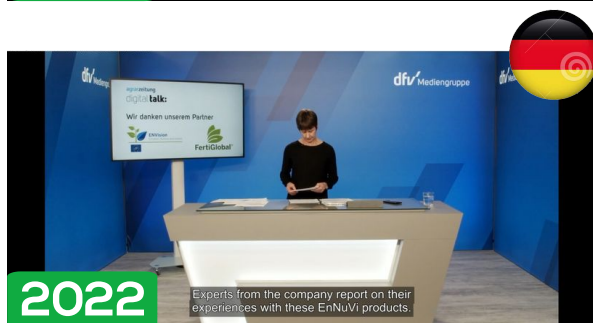


DISSEMINATION ACTIVITIES

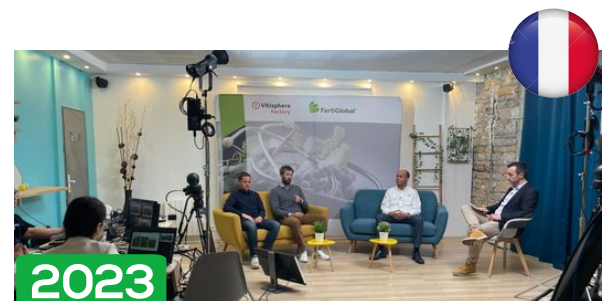
EVENTS

3 Conferences and 4 Networking events

Conferences



Networking events



Invitations average: +6.000 people

Participation average: 107 people



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COMMUNICATION



16.722

Users in the 4-years project



6.543

Followers. 2.433 likes



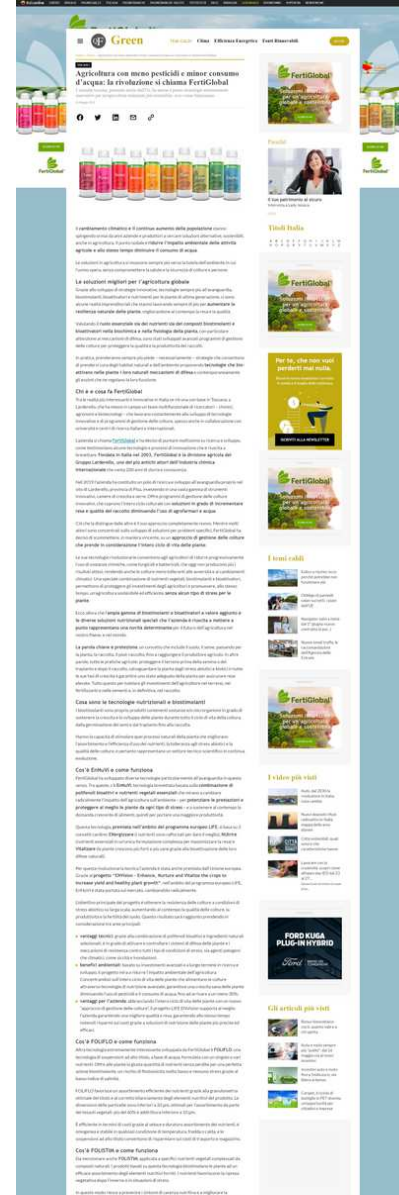
13.390

Followers. 9.310 likes



933

Followers. 30.356 likes



AFTER **LIFE** PLAN ROADMAP

Website

SCL will continue updating the website for at least 5 years after the end of the project, providing new information regarding the further development of EnNuVi Technology in the markets. SCL will continue being responsible to communicate with the market.

On&Off-line campaigns

SCL will promote on&off-line campaigns in the next years after the end of the project as EnNuVi Technology is the most important product group for the company willing to support the spread of distribution and dissemination. All stakeholders will be engaged to create an important community on European level.

Social media

SCL will continue showing EnNuVi based products' benefits and potential through FertiGlobal's social media pages as done during the project's time frame. LinkedIn, Facebook and Instagram will have posts with links and hashtags about LIFE programme and ENVision project for several years after the end of the project.

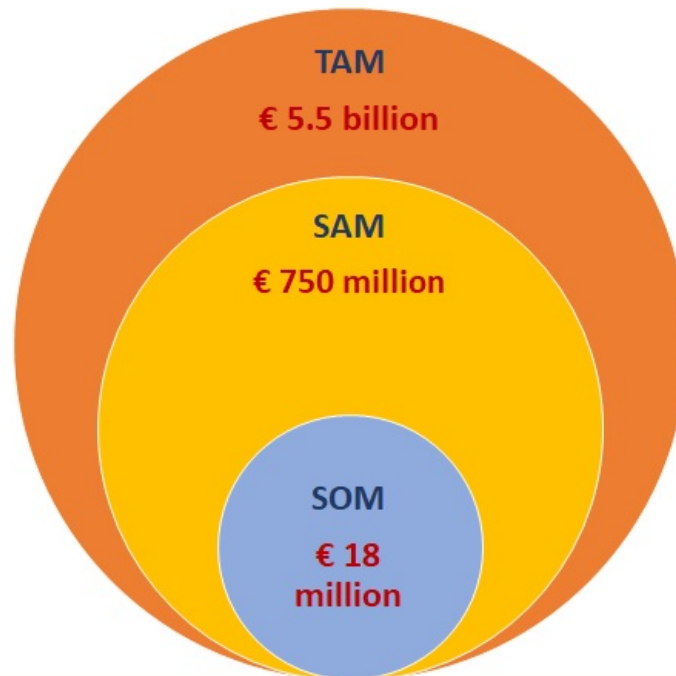
Events

SCL will organize events (open days, conferences, exhibitions...) in the next years after the end of the project. EnNuVi Technology offers FertiGlobal several opportunities to let be shown and to create discussions about sensible themes such as climate changes among all stakeholders.

Research

SCL will work with commercial partners to test the potential of EnNuVi Technology further. During the 4-years project R&D team has noticed that EnNuVi Technology could help the farmer to solve the problems several stresses are causing. For many years after the project FertiGlobal will collaborate with in-field partners to finalize all potentials communicating the results through all available channels.

BUSINESS PLAN ROADMAP

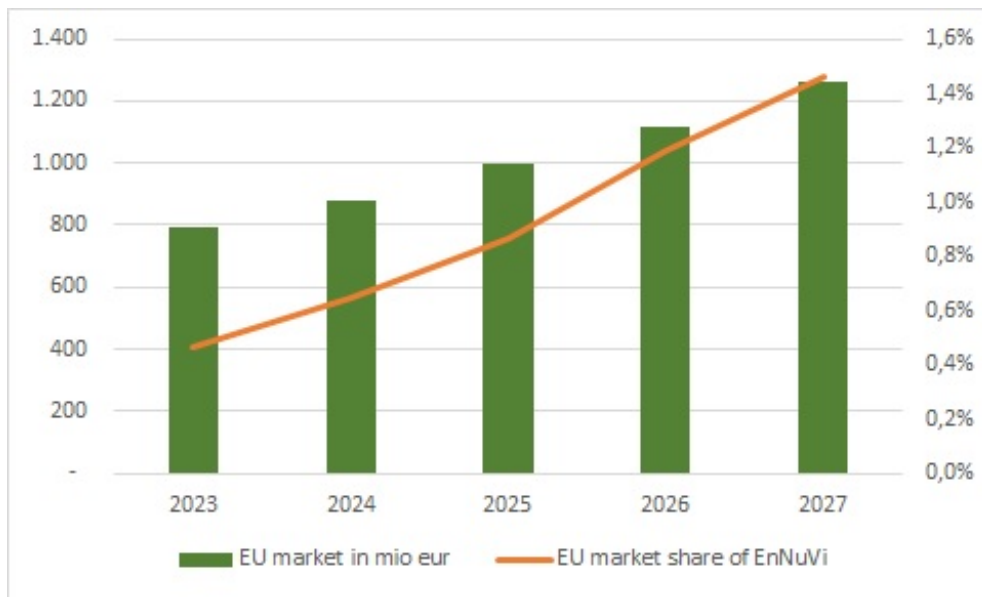


ASSUMPTION FOR THE CALCULATION OF THE TAM, SAM, SOM

- The Total Addressable Market (**TAM**), corresponding to the Global Bio stimulant market, will amount to more than **€ 5.5 billions**;
By considering two key factors such as:
 1. European Bio stimulant market equal to € 1.3 millions;
 2. More than 50% of European bio stimulant market will concern cereals, fruits and vegetables;
- The Served Available Market (**SAM**) will amount to **€ 750 million**;
- The Serviceable and Obtainable Market (**SOM**) will correspond to about **€ 18 million**, namely the 2.4% of SAM. To be reached by 2027

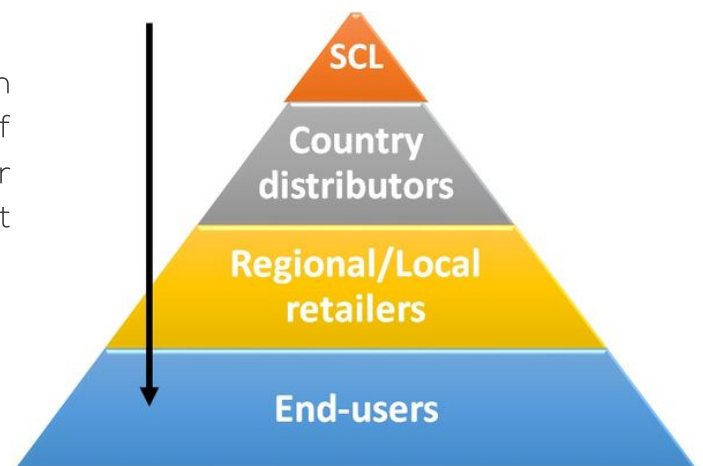
Considering the achieved results we have developed a business plan for the next years giving an overview of the possible targets starting from year 2023 and landing to 18,5 mio € consumer price in 2027

	2023	2024	2025	2026	2027
surface ha	96.255	142.759	216.100	323.165	433.000
t EnNuVi	334,82	501,55	749,54	1125,41	1500,25
l/000 EnNuVi	237,46	355,71	531,59	798,16	1064,00
k €	3.680,98 €	5.659,08 €	8.674,02 €	13.349,36 €	18.446,61 €
distributors	8	12	18	23	28
retailers	640	960	1.440	1.840	2.240
users	16.000	24.000	36.000	46.000	56.000



In 2027 the forecasted volume can bring SCL at least 1.5% market share in European biostimulant market with the distribution of EnNuVi based products.

The distribution is going to be done through national distributors having a couple of partners in a country. Through the partner we are going to reach the retailers in contact with the consumers.



LIFE ENVision Project is replicable after the 4-years time as the application of all actions was done in 3 European countries (D, I, NL).

Already in progress of finalization are France and Greece, while in pipeline there are Spain, Poland, Romania and Bulgaria after a deep market analysis.

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www.fertiglobal.com
www.lifeenvision.eu

**Larderello Group**Energy • Tradition • Global • Innovation • Green • 100%

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