



NEORURALEHUB

A natural laboratory for developing
innovative sustainable solutions

• THE NEORURALEHUB SYSTEM

- NeoruraleHub is a new **economic, social and environmental paradigm**
- creating **sustainable Blue Economy model** around **big cities**

LA CASSINAZZA

EVOLUTION OF BIODIVERSITY AND SOIL FERTILITY IN 20 YEARS

n° of species	1996	2016	variation
n° Birds	80	217	+171%
n° Nesting Birds	25	65	+160%
n° Mammals	16	29	+ 81%
n° Butterflies	21	45	+114%
n° Dragonflies	13	32	+146%
n° Grasshoppers	10	19	+ 90%
n° Mushrooms	5	14	+180%
n° Plants and Flowers		255	%
Soil fertility			
C.E.C. meq/100g	7	17,7	+153%



• THE CHALLENGE

BEFORE

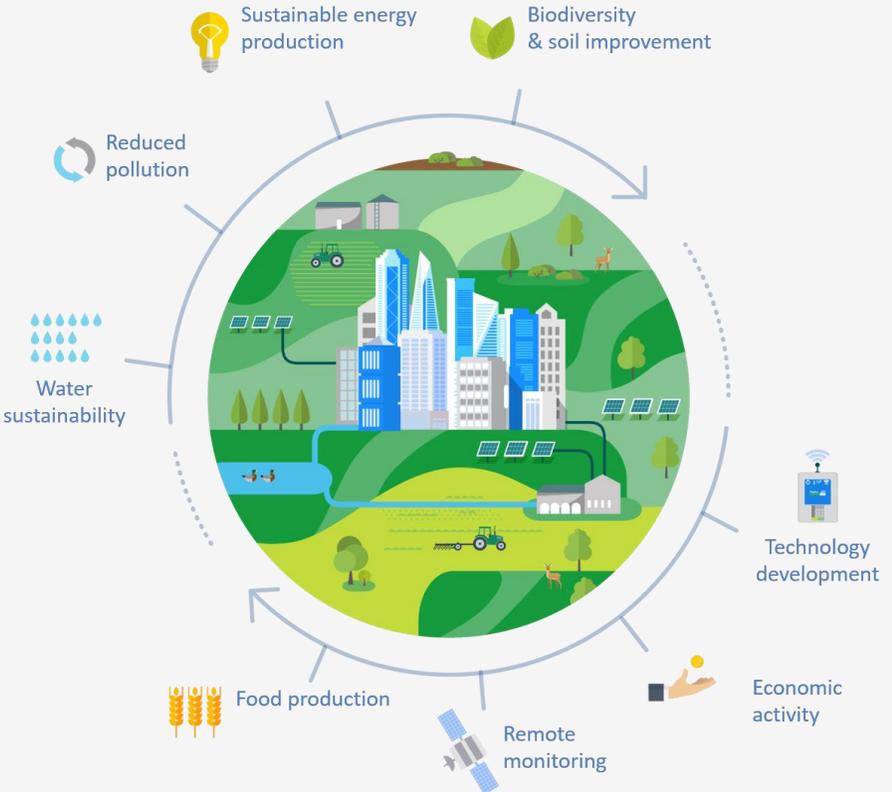


The world today is facing increase in population, pollution threads, climate changes, as well as resource and food scarcity.

At the same time, agricultural production needs to increase by **+60% within 2050.**

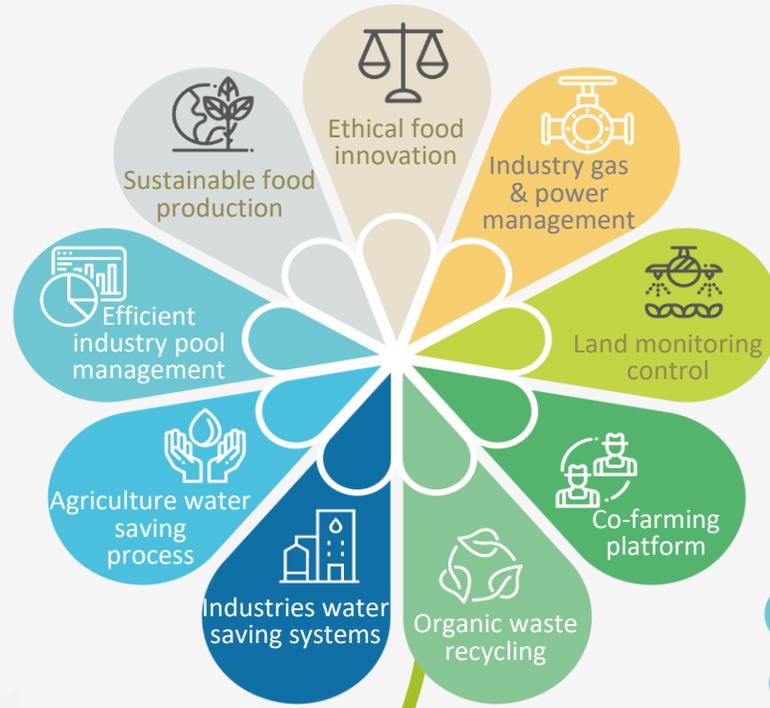
Today about 33% of soils is already mid-to-highly degraded due to loss of fertility.

AFTER



The NeoruraleHub System intends to change the world at the macro level through technologies and natural techniques

INNOVATIVE SOLUTIONS



AGRICULTURE sustainability



ENERGY production



WATER sustainability



FOOD production

Africa

Innovation Center Giulio Natta

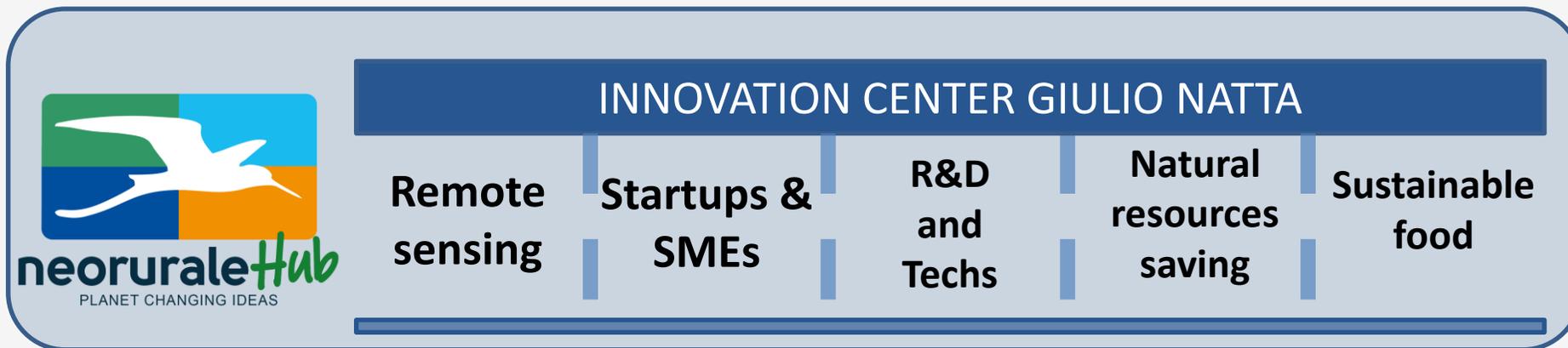
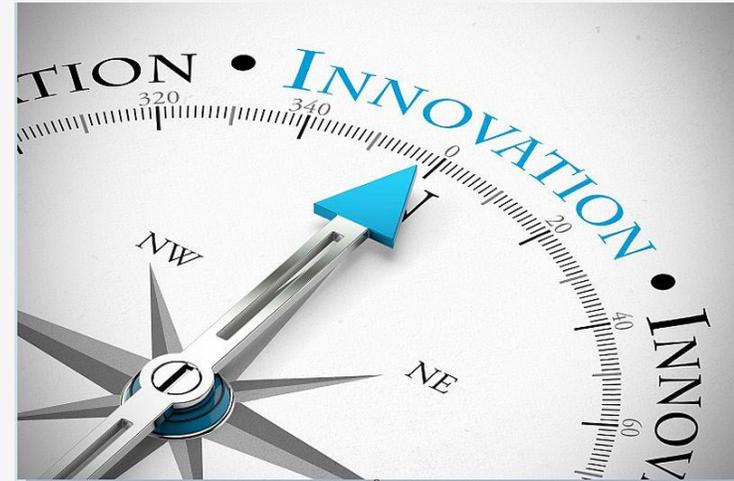
COMONExT

NEORURALEHUB

Mission



Following Giulio Natta example,
NeoruraleHub develops and promotes innovative technologies, techniques and business models towards natural resources saving focusing on
Agri Food Industry



- INNOVATION CENTER
GIULIO NATTA



- **The HUB:** from an innovative company to an Innovation District about circular economy in the agrifood industry
- A new approach to sustainability using open source innovation and learning from nature to develop new Blue Economy technologies and solutions
- Network of Companies where ideas are fertilized, circulated and tested in the field.

• THE NEORURALEHUB PARTERSHIP NETWORK



Testing innovations in different environments



Creating cooperations with other innovation centres and players

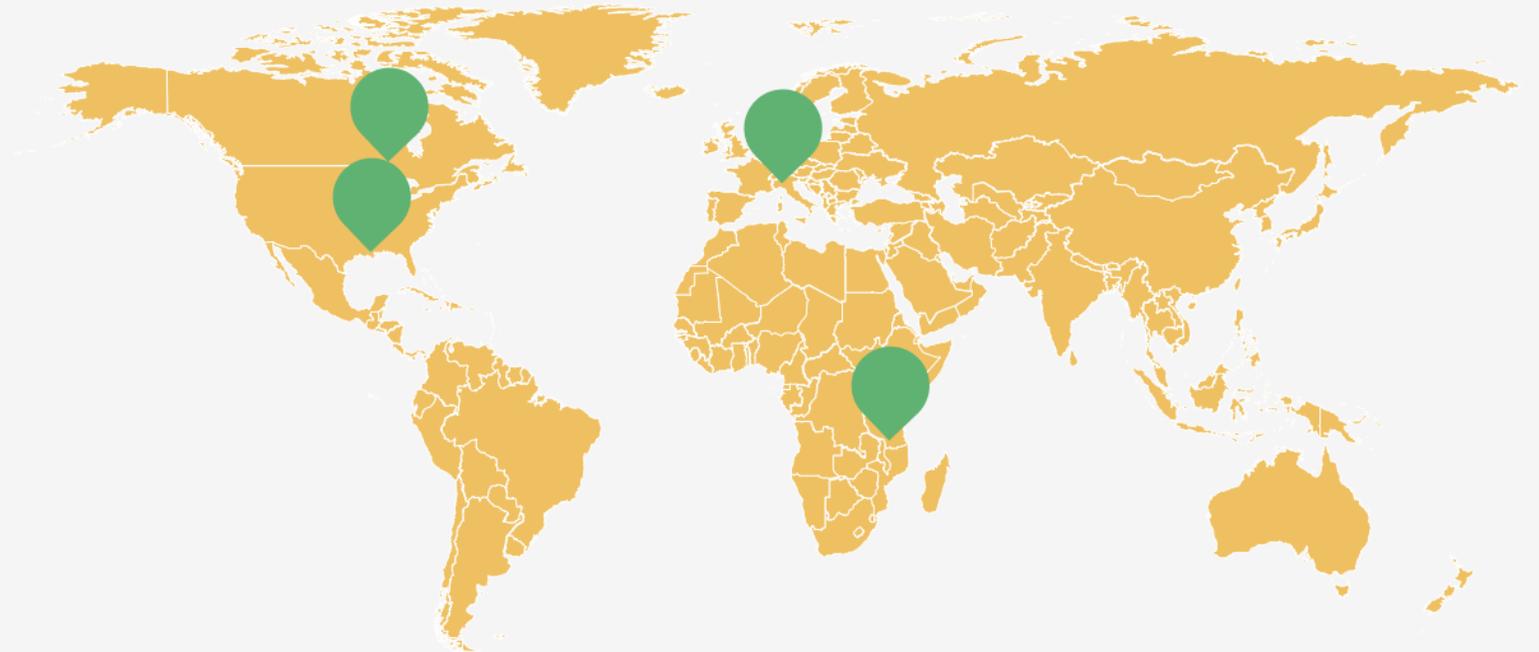


Participating to projects with partners



Creating a network of companies to promote technologies globally

- **NeoruraleHub is already working internationally to test and boost innovation in different climate and business environments**



- **THE TEAM**



Meet our team!

- **Giulio Natta, Nobel Prize winner – his ideas are at the core of our business**



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NEORURALEHUB

An innovation center, inspired
and guided by nature

Let's make the world
a better place together!

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