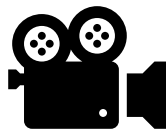




NEORURALEHUB

The Environment Producer

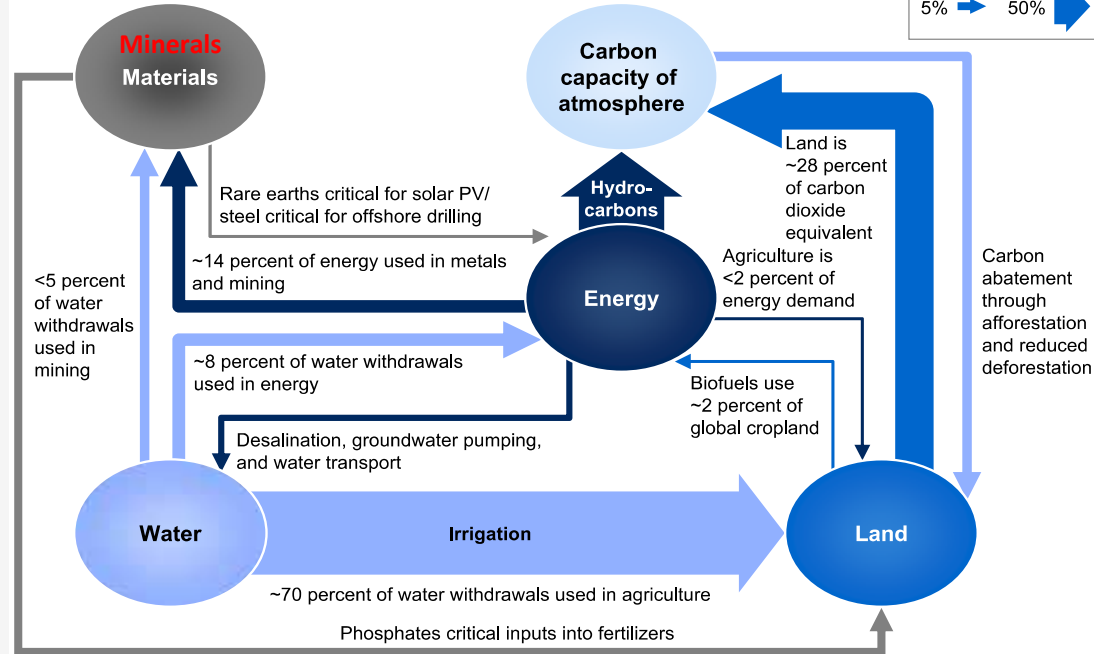
SAI DAVVERO QUANTO IMPATTA QUELLO CHE MANGI SULL'AMBIENTE?



<https://youtu.be/-bcBNOAKHl0>

The Safe System: Cross Resources Efficiency

The high degree of linkages among resources means strong demand for one can spread to others



SOURCE: McKinsey analysis

NATURE: The best R&D Center

Nature already knows
how to solve the
challenge and help itself
to recover human
disasters ...



THE NEORURALE ENVIRONMENT PRODUCER MODEL:

Aggregating Innovation technology for agri-food industry sustainability



From an experiment to a
new **economic, social and
environmental paradigm**

creating **sustainable NBS
model** around **big cities**
through **Technology**



A natural laboratory to develop innovative sustainable solutions



Back to the year 1000 in biodiversity



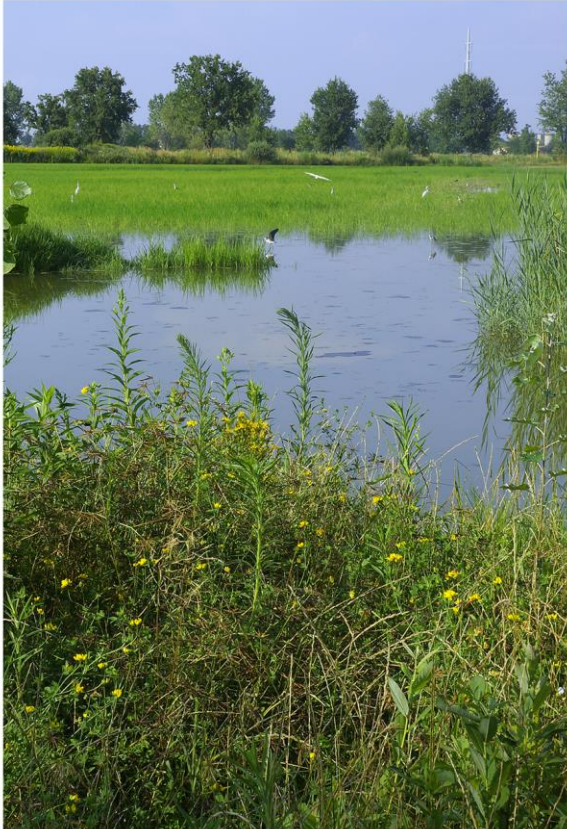
Back to the year 1000 in biodiversity



Incentives for producing environment Positive externalities for all of us



Year 1000 at 18 km from piazza Duomo Milano



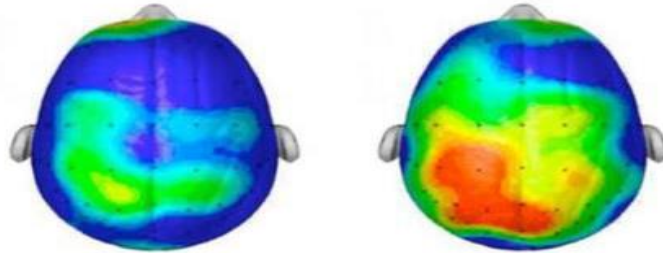
Year 1000 at 18 km from Piazza Duomo Milano



Year 1000 at 10 km from Piazza Duomo Milano



Nature and brain



Walking for twenty minutes increases the brain activity of nine-year-old children. See the EEG pattern before the walk (left) and afterwards (right).³⁵

Conclusion

Nature reserves, parks, trees and gardens are a refuge for the mind. There is robust scientific support for this presumption. Even little bits and pieces of nature contribute to our focussing system and help us endure social stress. A short walk or a view of a leafy canopy helps people restore cognitive functions and enables them to function socially.

Old buildings, can become places for new technological and innovative activities



NEORURALEHUB SMART LAND : «Zero Impact» Innovation in Agrifood Chain for quality life style

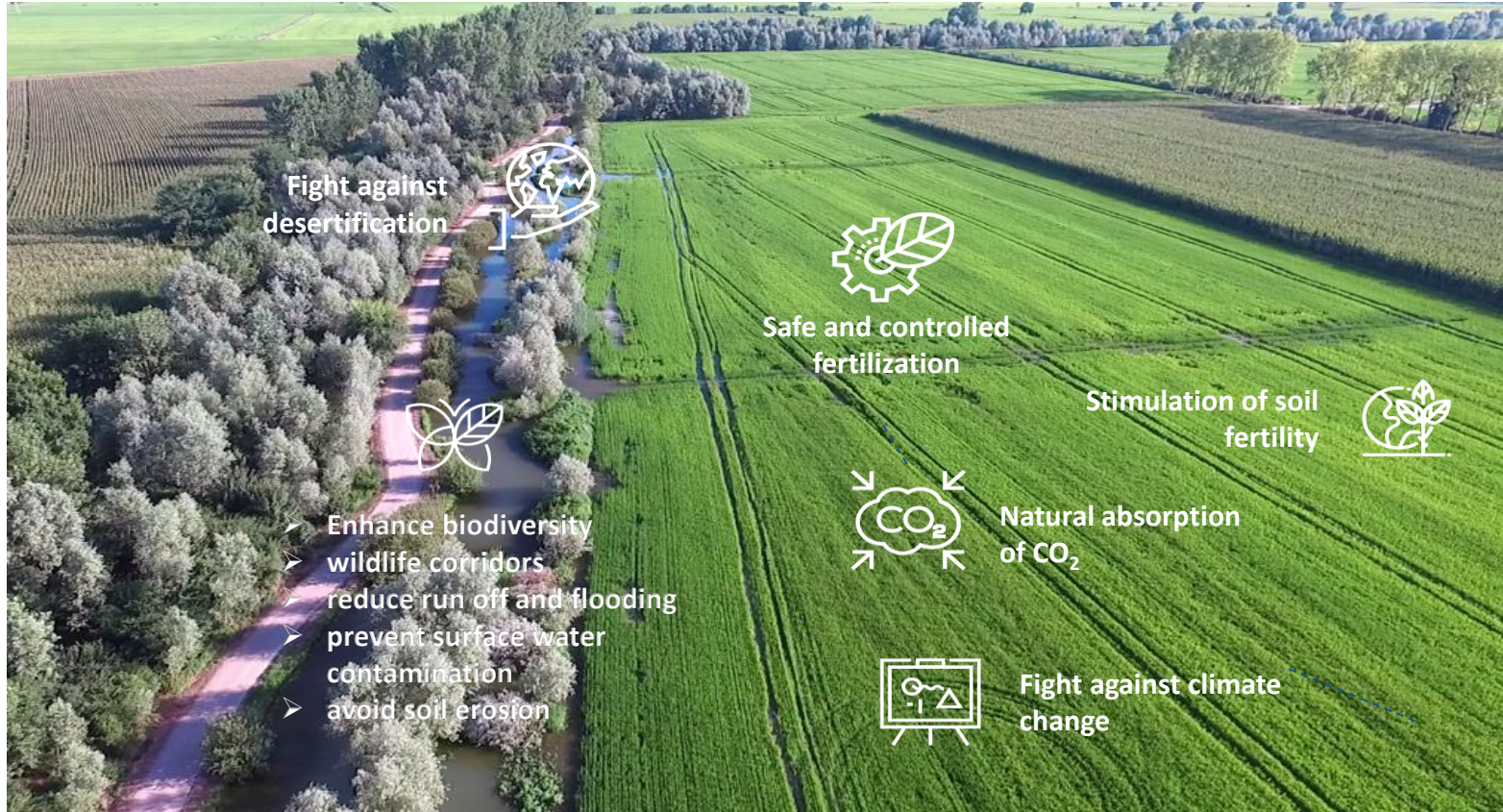
EVENTS AND EXPERIENCE



ECOMARATON

ENVIRONMENT FIELD MARGIN:

10% to save the Planet (and money)

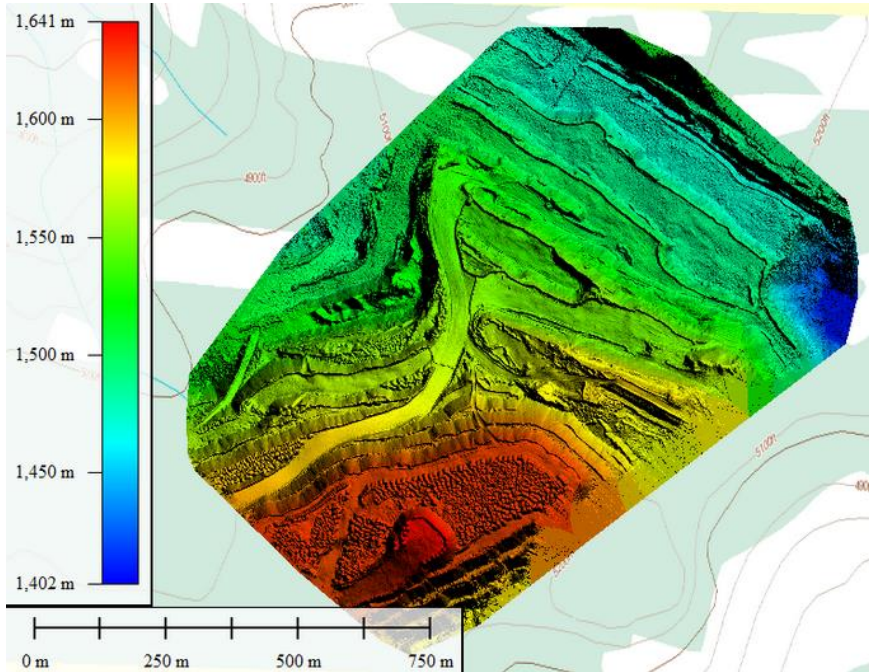


Nutrient Recovery Center: Milan

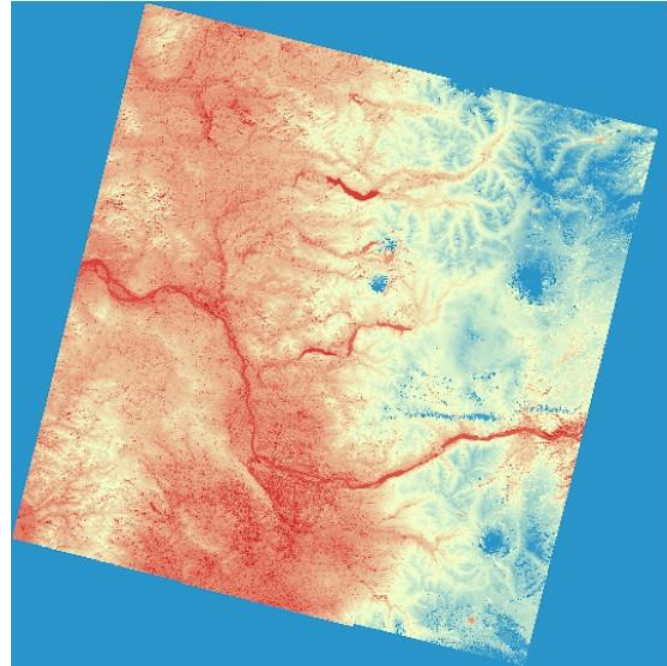


REMOTE SENSING FOR ENVIRONMENTAL MONITORING

Landfill monitoring



Ecosystems services monitoring



EFFICIENCY USE OF RESOURCES ON FIELD



>40% less
water
consumption



Support
to
farmers



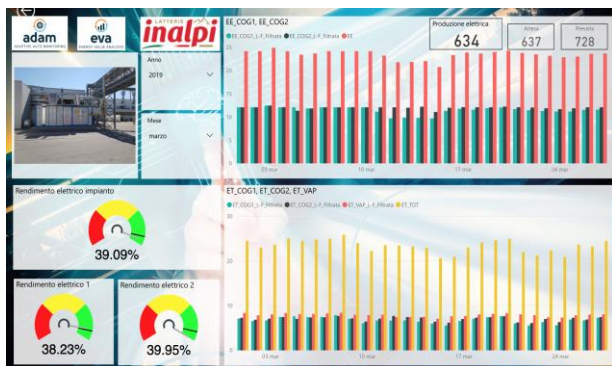
Less
insecticides
needed



Costs
reduction



ME: EFFICIENCY FOR FOOD TRANSFORMATION



Less water
consumption



Costs reduction

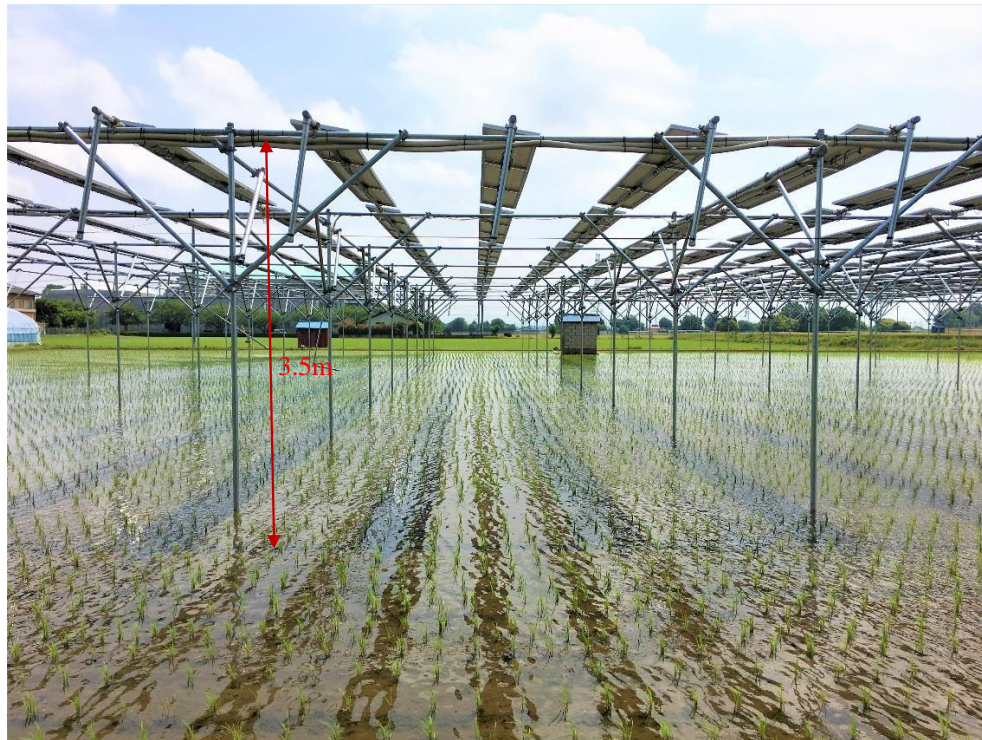


Predictive
Management



Energy
efficiency

EFFICIENCY USE OF RESOURCES ON FIELD



Most advanced test By NEORURALE

...and also healthy food





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