



Testimonianze aziendali: 3Bee

**Finanziata con Grant first a Ottobre 2023 con il progetto
Biodiversity credit**

Speaker: Federico Faugno, CFO



Problem: biodiversity decline

Biodiversity decline is worsening **climate change**



Policy makers are pushing **regulations** on biodiversity

Corporates and **policy makers** fail in reaching their biodiversity goals

Lack of a mechanisms to **measure** and **certify** regenerative projects into a cheap, precise and scalable way

Solution: Biodiversity credits



3Bee technology

Element-E

An innovative **technological** framework, based on **remote sensing** and **AI**, to **measures** and **certify** terrestrial **biodiversity**

Hive-Tech



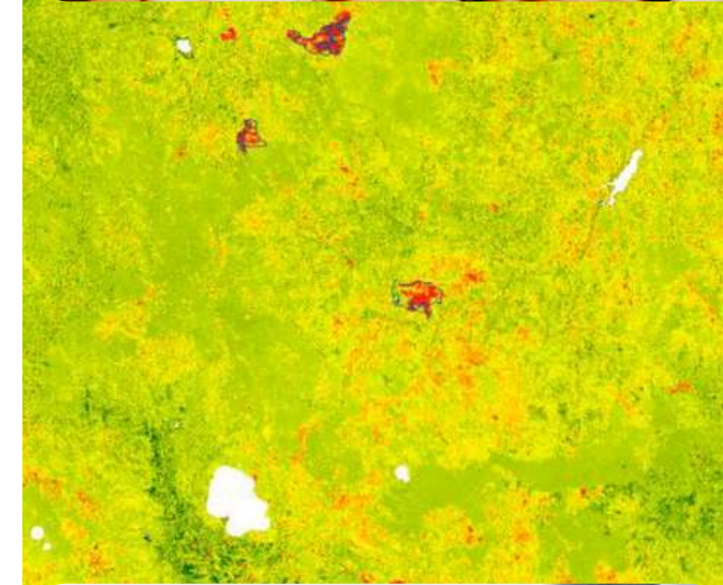
Horizon 2020
Programme

BeeHive Health
monitoring



Flora esa

Pollinator abundance
index calculation using
Sentinel II maps



Spectrum crea



Pollinators counting
using sound analysis



Approach

Design

Biodiversity Company
 Strategy, area **identification**
 and regeneration project
design



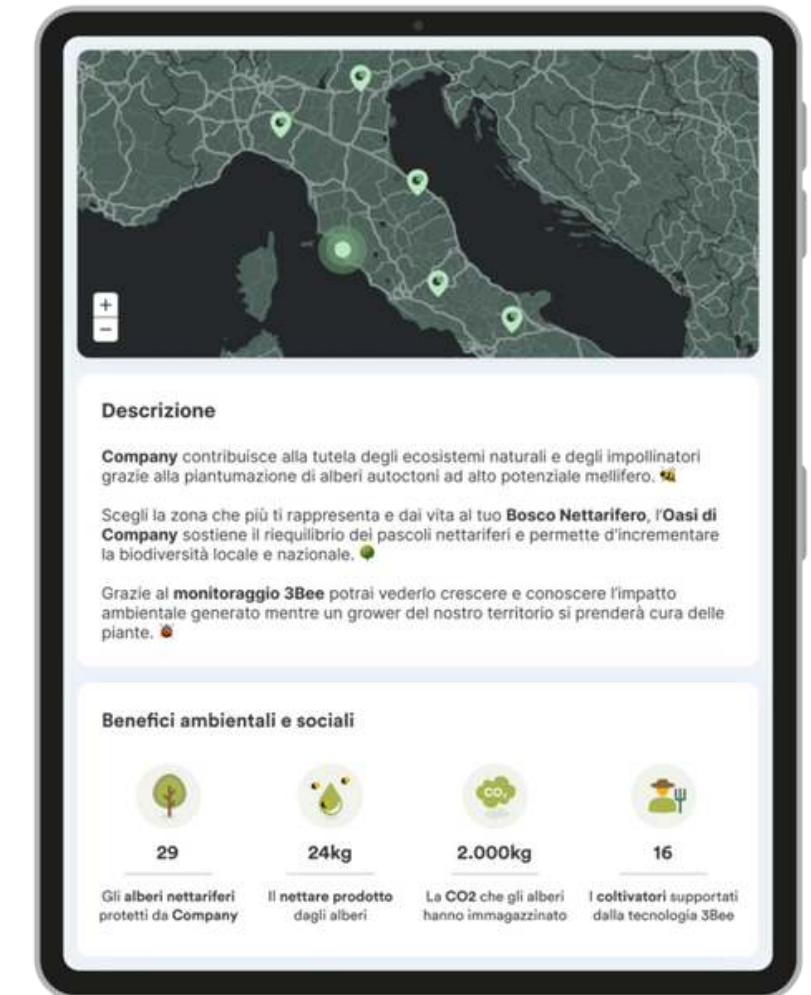
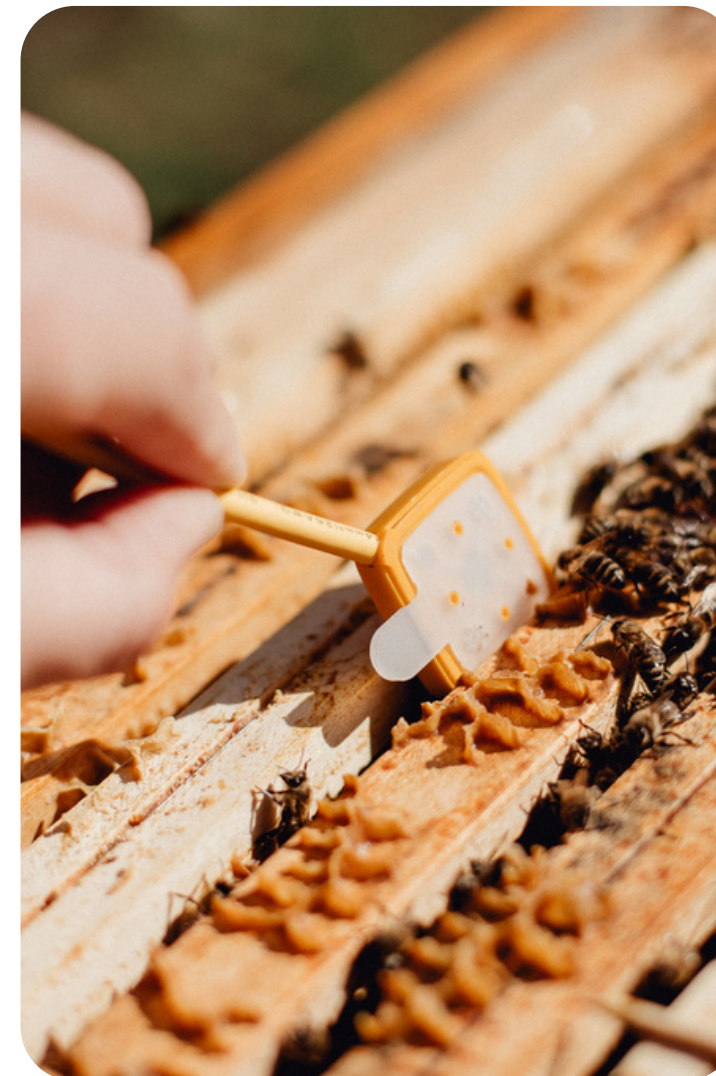
Regeneration

Execution of the
 regeneration project by the
grower and Installation of
 monitoring **technology**



Assessment & Monitoring

Impact
measurement and
credit generations



Reporting

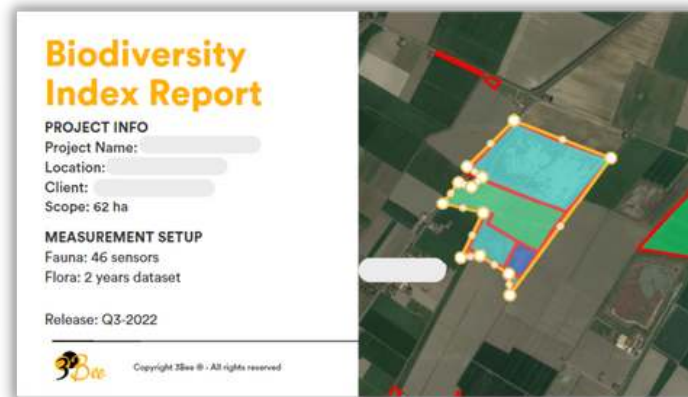
Selling credits or in-setting with
 related **sharing** of results to
 customers or for ESG
 reporting/marketing/product
 certification/HR

Market demand



ESG report improvement

Listed and private companies must draft a ESG report (**directive CSRD**, 2022). 3Bee is compatible with **GRI 304** on biodiversity.



Product certification

Integrating biodiversity protection into the **value chain** to improve its transparency (Ex. Food, Energy, Carbon credit).



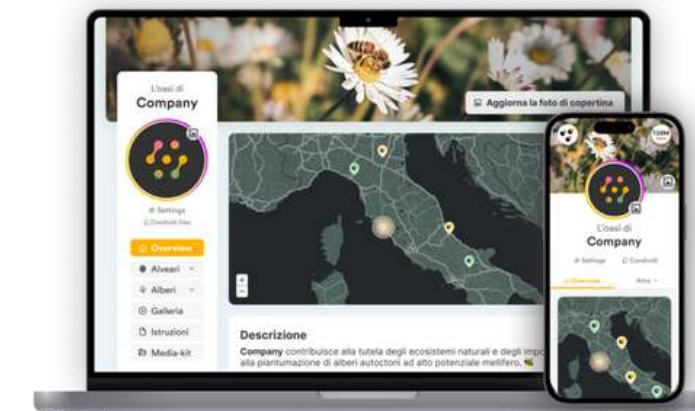
Brand positioning

The market and the new generation are oriented toward **sustainable brands** that carry out transparent and certified projects.



E-NPS improvement

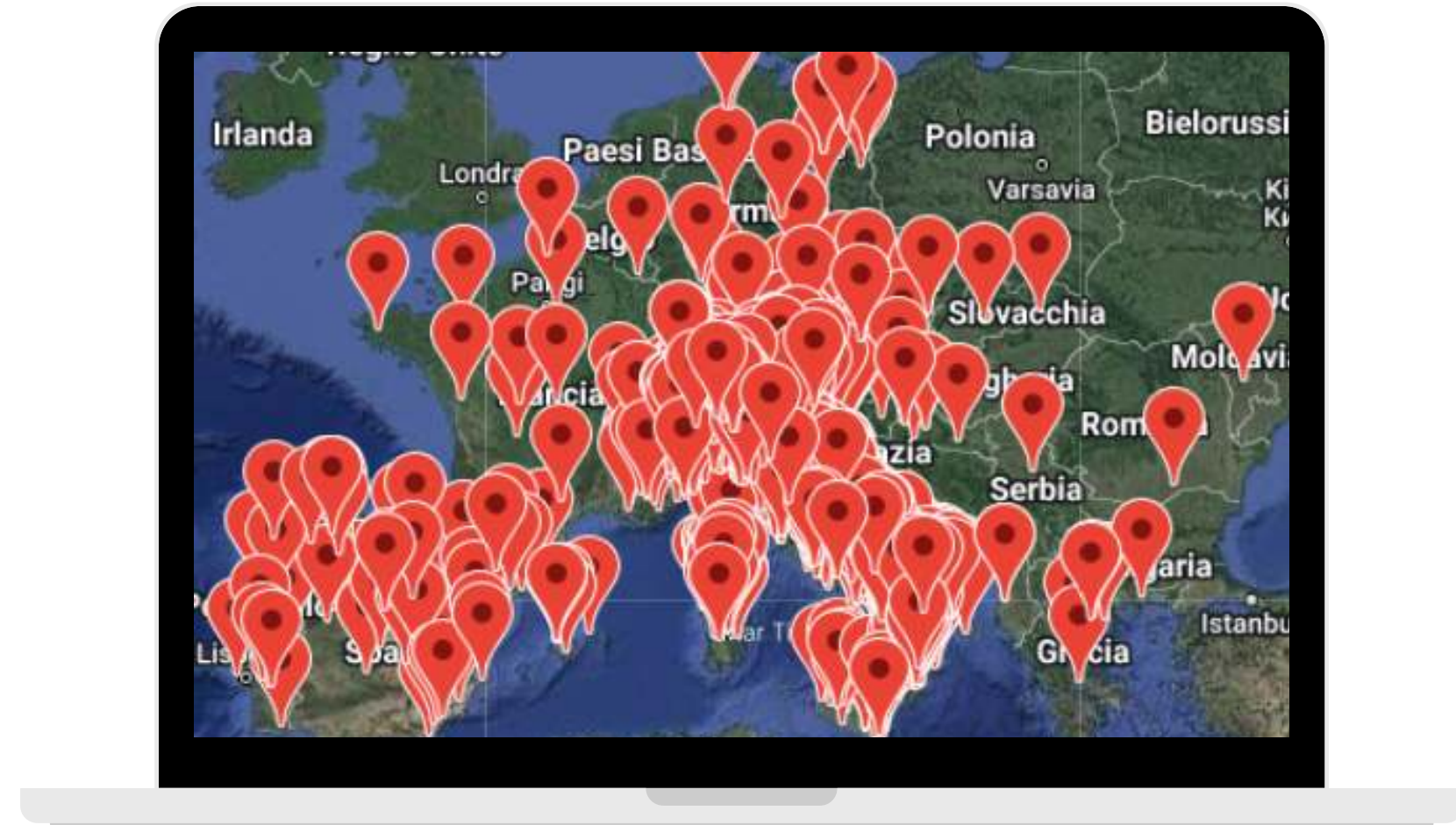
Engage and retain **employees** is key in post COVID world, **68%** of employees prefer sustainable brands.



Stage of development and next steps

- ✓ **5.000** Hive-Tech installed for honeybees data collection
- ✓ **30M Ha** mapped with Flora algorithms
- ✓ **100.000** sound bursts collection through Spectrum, to monitor pollinators density and activity

- ⌚ 1) **Develop** AI model enabling a scalable map of biodiversity
- ⌚ 2) **Training** of the neural network with field tests
- ⌚ 3) **Certification** from Third parties of our tech methodology
- ⌚ 4) **Scale-up** into the ESG international market



3Bee has a large **database** of **flora/fauna** data that would be useful to improve current EU **benchmark** for **biodiversity monitoring**

Suggestion for success

Suggestion for success

**Mix tech, finance and
commercial know-how in
writing the proposal**



Suggestion for success

**Low market
bankability
(Grant first)**



Suggestion for success

Collect LOIs from customers



FERRERO



Suggestion for success

**Rework based on
commission
feedback**



Suggestion for success

Link to EU policy





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