

CROSSROADS BIODIVERSITY

From a LIFE Integrated Project to a pan-Alpine biodiversity agenda

Milan, Oct 10-11th 2023





We count every tree, because every tree counts.

Gestire2020 Partners



















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Collaboration with





































Angelica Pianegonda

Management and sales

CEO



Francesco Geri

Development and data analysis

CT0



Sara Favargiotti

Design and communication

ADVISOR



Marco Ciolli

Ecological and forest management

ADVISOR





The starting point

'Greenwashing': Tree-Planting Schemes Are Just Creating Tree Cemeteries

Environmentalists claim councils are wasting public money with failed tree-planting initiatives so they can be "seen to be doing something" about the climate crisis.

We're going to need a bigger planet: the problem with fixing the climate with trees

Planting trees to offset carbon emissions sounds great, but where are we going to put them all?

"The business of planting trees is going to be one of the biggest climate stories in the next 20 years."

















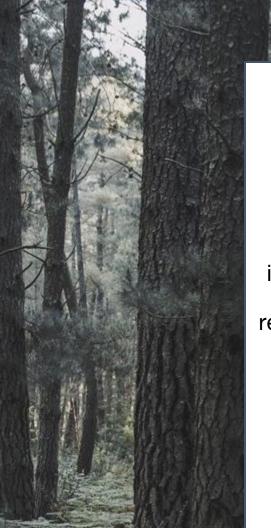






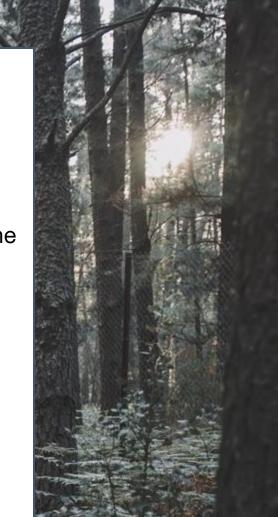


Risks



53% of investors say they are increasingly affected by the lack of robustness of ESG data reported by companies as well as the difficulty in accessing data.

Greenwashing is the number one disincentive to purchasing a brand's products for 48% of Italians.









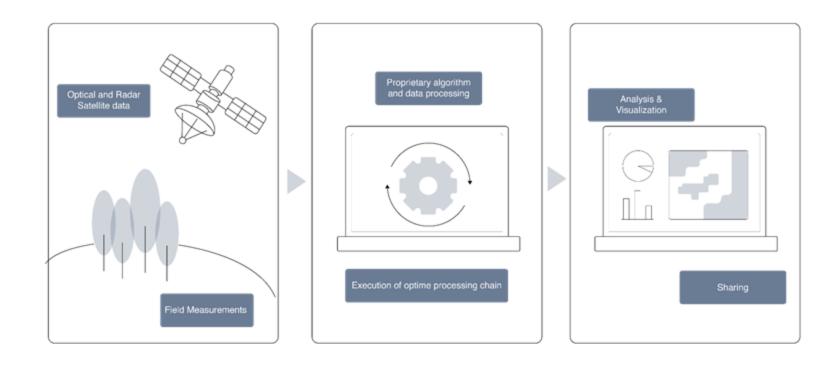
Mission

RUMA monitors environmental regenerative projects to create more accurate data on their impacts and benefits.

Our systematic and transparent approach, based on our RUMA multi-sided platform and property software, reveals detailed spatial information for any projects anywhere.







RUMA is a cloud based software platform aimed at measuring the benefits provided by the environmental regeneration project through the crossing of satellite images and ground sensors.



Through the **RUMA platform** we can remotely analyse ecosystem regeneration projects.

The objective is to prove scientifically their real ecological and social benefits.

Environmental and social benefits



monitor green infrastructures



assess ecosystem services



commitment for the territory



































- CO2 flux;
- biomass;
- biodiversity;

Parameters that will be implemented

- temperature regulation
- soil protection;
- landscape enhancement;





























Product





























OPTIMIZATION











Trust between the parties to ensure the effectiveness and impact of projects

INVESTMENTS



Facilitation in research of capital (IPO and PRE-IPO)