



# 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



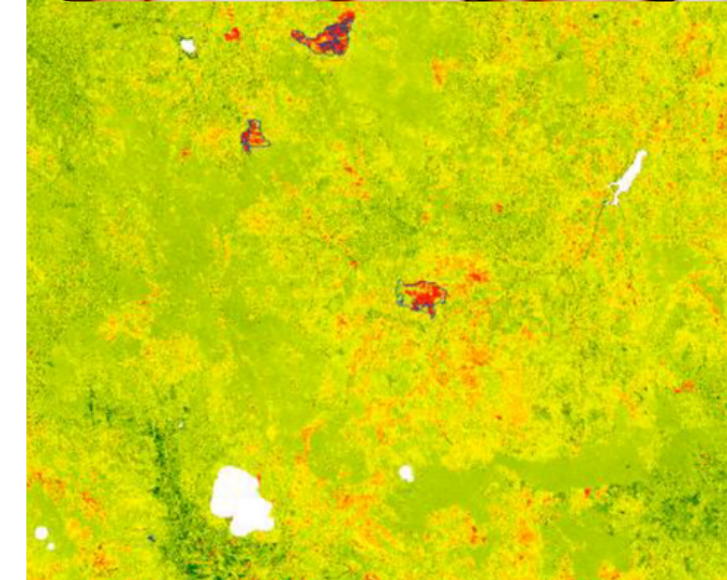
Horizon 2020  
Programme

BeeHive Health  
monitoring



### Flora esa

Pollinator abundance  
index calculation using  
Sentinel II maps



### Spectrum



Pollinators counting  
using sound analysis



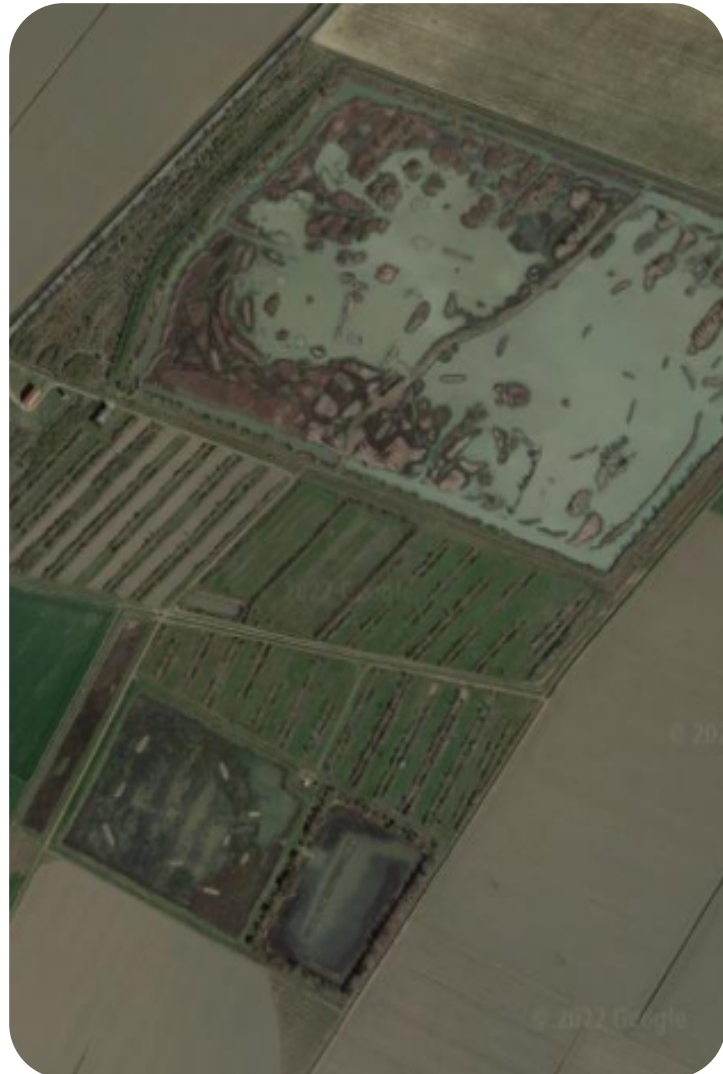
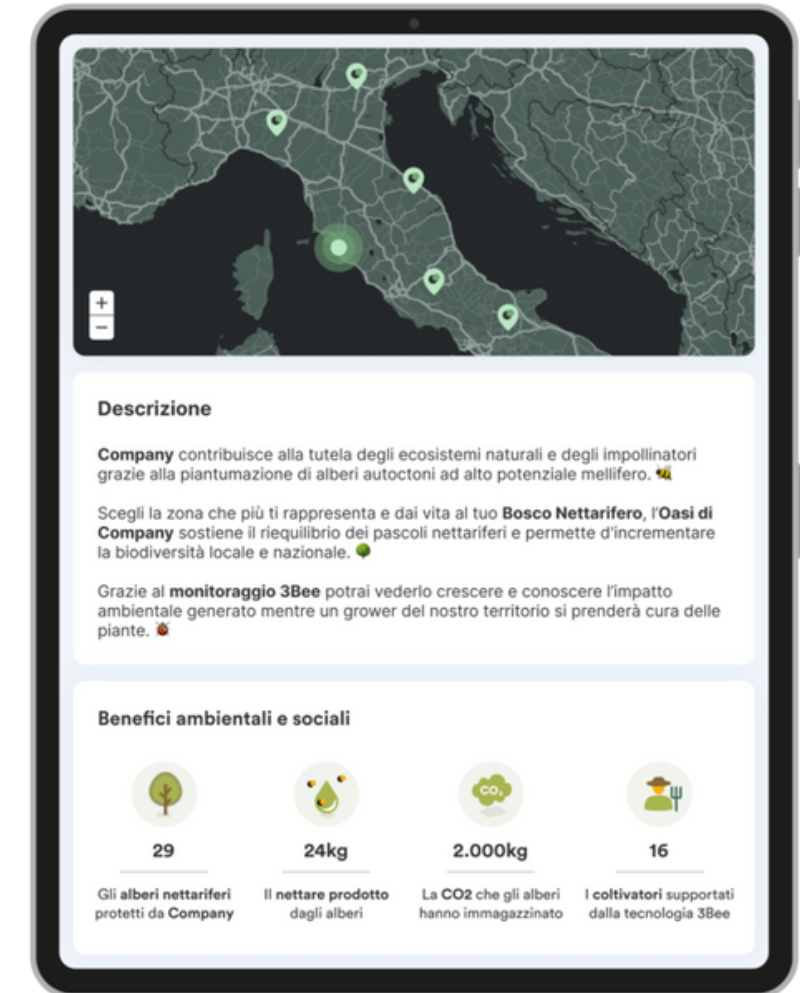
# Approach



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



**Assessment & Monitoring**  
 Impact  
**measurement** and  
**credit** generations



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



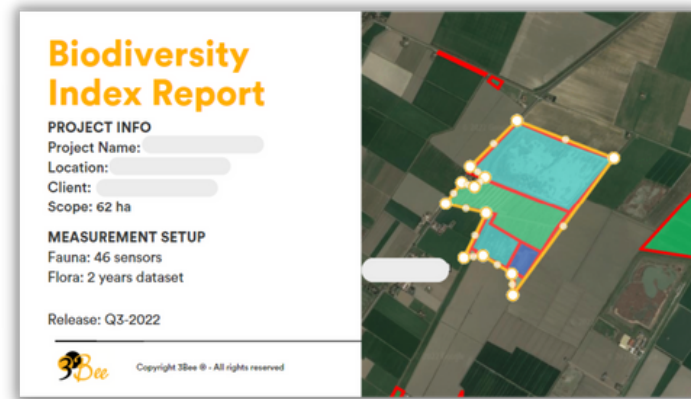
**Reporting**  
 Selling credits or in-setting with  
 related **sharing** of results to  
 customers or for ESG  
 reporting/marketing/product  
 certification/HR

# 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).



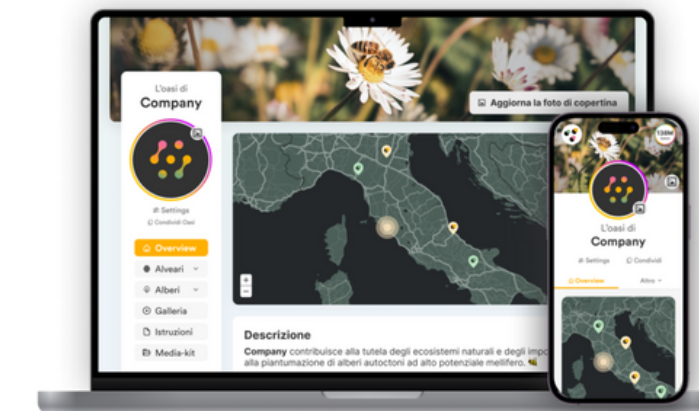
## Brand positioning

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



## E-NPS improvement

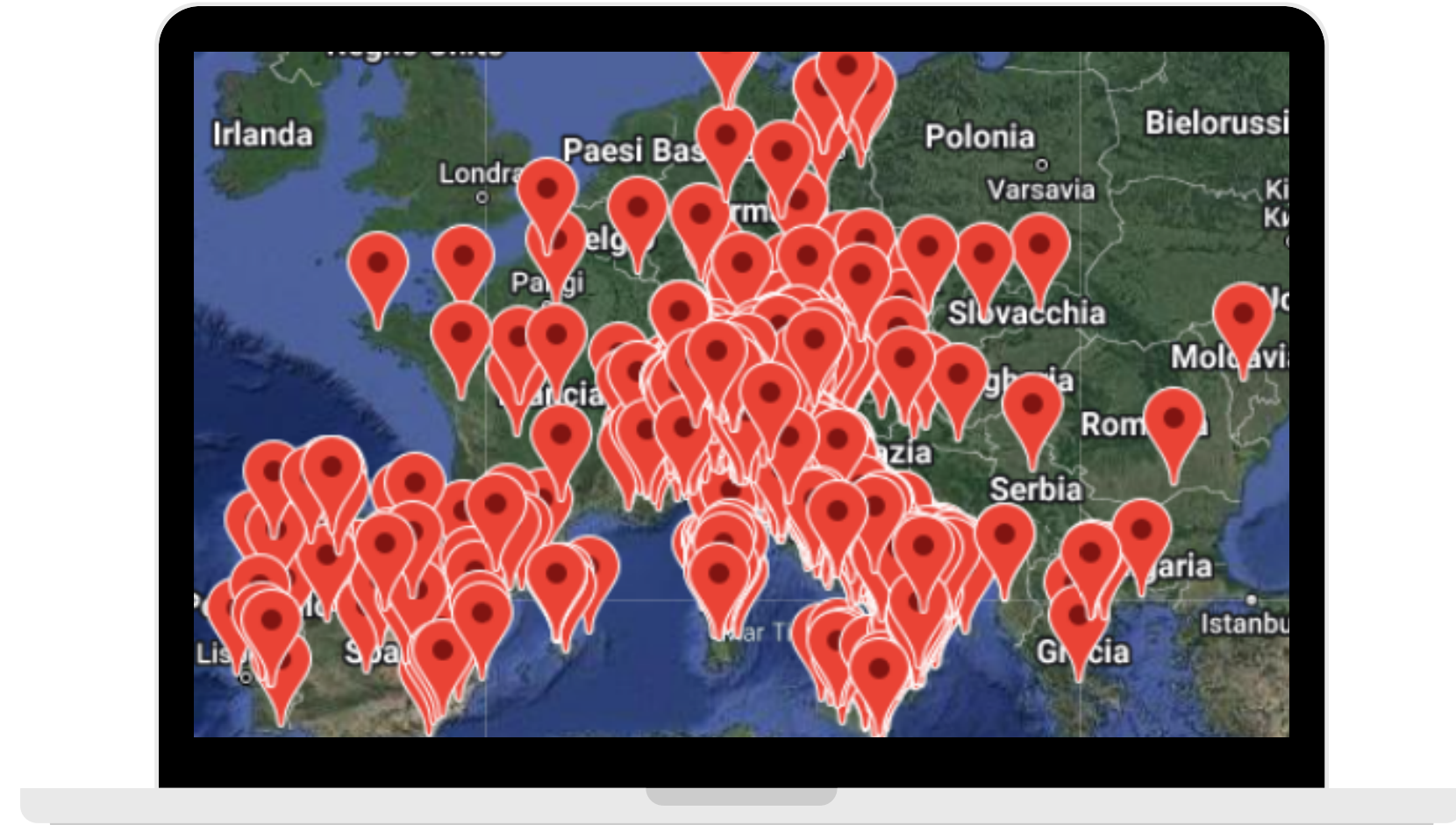
Engage and retain employees is key in post COVID world, 68% of employees prefer sustainable brands.



# 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**

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**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**





**3Bee**  
a world with bees



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**3Bee S.r.l.**

**Corso di Porta Romana, 61  
Milano (MI)**

**admin@3bee.com**

**[www.3bee.com](http://www.3bee.com)**

