



CHANGE
SOWING
TO SOW
CHANGE

REPORT OF IMPACT 2024

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FIRST PART

LETTER FROM THE PRESIDENT





Benefit Projects

In line with the decision to allocate all generated margins (profits) to improving the work environment, enhancing people's quality of life, and supporting R&D projects, Landlab has continued to invest substantial resources in these essential areas throughout 2024.

The Work Environment. The expansion of the West Wing has been completed, and in the last quarter of 2024, work has begun on finishing the East Wing, which is scheduled to be completed in spring 2025. This will serve as the new entrance to Landlab's offices. It will include a spacious area for the entire administration, directly connected to the technical offices zone, as well as another meeting room. The architectural style of the building and its structural substance—namely, the environmental quality—have been maintained. Additional internal renovation projects are already planned for 2025.

The AQUA Project became fully operational in spring/summer 2024. It allowed for precise control of all installed irrigation systems through various experimental tests, with data collection on water consumption, also supporting research aimed at optimizing water use in agricultural production. It has also led to a significant reduction in workload, especially during weekends in the summer period. We can confidently say that this implementation has achieved all the objectives we set and has opened new possibilities for research activities.

During months with less external engagement, efforts focused on harmonizing internal procedures, gathering feedback from staff regarding their satisfaction levels, supported by a coach who has been guiding us for some time. To enhance the quantitative control of operations, a long internal evaluation process has begun to select a single software tool that coordinates both

administrative and operational aspects. This will be finalized at the beginning of 2025. However, the need for tools, opportunities, and means to better and more continuously capture people's perceptions of their work quality and well-being remains evident.

Strategic Projects

Landlab continued, even in 2024, to allocate significant resources to its research projects. Supported also by external partners, the activity was expanded and strengthened, notably thanks to the full functionality of the new laboratories.

P4P - Plants for Plants

P4P is one of the pillars of Landlab's R&D. Throughout 2024, work was carried out across various lines to enhance the development of highly sustainable solutions for our partners and, ultimately, for farmers - always with the goal of promoting 'fair' agriculture.

New researchers with a focus on this type of development (extraction from plants) were hired, pilot equipment was acquired to become more independent, precise, and rapid, and relationships were established with other companies and cooperatives operating in sectors different from agriculture but related to plant-derived phytocomplexes. These can provide prototypes of quality to be evaluated for biocontrol and biostimulation purposes. This has allowed Landlab to accelerate screening work, expand the flow of incoming prototypes, and potentially increase outgoing prototypes as well.

The PLANTAE Project

This project, which embodies our utmost attention to soil health and, consequently, to the health of plants and agricultural products, saw further acceleration in 2024. The strong interest generated by the developed approach, confirmed by the significant number of analyses requested,

convinced us that agriculture—especially farmers—still lack a flexible, accessible, yet scientifically solid and effective tool to understand soil status and, consequently, activate operational solutions to overcome critical issues caused by microbiologically imbalanced soils. Last year, we said: “We are moving towards expanding the offering of tools to understand the microbiome itself.” And indeed, we went further. In the last quarter of 2024, we decided to develop a tool called LANDLIFE, which involves a set of investigations into soil functionality concerning the main (C, N, P) and crucial cycles. It aims to provide technicians, companies, production chains, and farmers with answers to questions that are not addressed by conventional chemical-physical analyses, synthetic materials, or generic organic amendments. The “tool” will be launched in the first quarter of 2025.

Its development required deepening the scientific basis, standardizing a series of microbiological and enzymatic soil analyses, translating insights on soil functionality into practical recommendations for farmers, creating a simple, effective, and engaging communication strategy, and conducting both internal and external market evaluations



In the near future, it will also be necessary to develop, possibly through machine learning systems, robust operational responses based on accumulated data, cross-checked with real system responses (soil-plant). For communication, we once again turned to OCHO, part of the RETE PICTOR consortium, with whom Landlab maintains close relationships on various topics, due to their shared values and creative capacity. The project involved several people and areas within our organization and also attracted interest from research companies close to Landlab. Research on more advanced disruptive innovations continued, with results aligning with initial hypotheses. We expect to confirm the concept in the first months of 2025. The fundamental goal remains to develop highly versatile tools for plants themselves, enabling them to autonomously respond to external conditions of any kind.

Communication

In 2024, this entire area was thoroughly reviewed, considering it even more strategic to communicate externally and internally the values of Landlab, the changes generated along the way, and the innovations created. To strengthen quality and continuity, we appointed a coordinator for the whole area among the managers, and we further strengthened our relationship with the OCHO group, which operates within the not-for-profit consortium RETE PICTOR. We also defined short- and medium-term strategic projects. The first, which has been completed, was the revision of Landlab's image, including the logo and communication formats.

The second concerns the production of our internal weekly newsletter, which now involves collaborators in sharing updates and events, itineraries, books, films, and topics of potential common interest. We have organized, enhanced, and coordinated our presence on social media more effectively. We also set up an external newsletter, but due to some priorities, its release has been postponed.

Much energy was dedicated to preparing, in view of the launch, the

new LANDLIFE concept, including the logo, landing page, and basic communication. It will be finalized and officially launched externally in spring 2025. As mentioned above, this is a strategic project that will require a lot of dedication and attention.



Conclusions

In the 2023 note, it was mentioned that “the departure of several people prompts deep reflections...” on our structure, internal relationships, and more generally on the emerging needs of the “next generation” regarding employment. This process was therefore addressed decisively from various perspectives. The opportunity of these departures “forced” us to change gear and prompted complex evaluations that combined: raising the technical-scientific level of researchers joining the Landlab team to meet increasing technical-scientific challenges; maintaining gender equality; increasing cultural diversity; and ensuring generational renewal.

Based on these criteria, at the beginning of 2024, following a long process of interviews and selection, a significant group of people (9 individuals), including some from abroad, was integrated into the team

This transition required considerable effort to harmonize the new entries with

the existing core, but it also led to a notable improvement in work quality. This group quickly embraced Landlab's ethics and, unexpectedly, brought about a clear renewal of the overall environment's quality.

At the same time, work continued with the "managers" group to strengthen motivation and responsibility, which then led to specific assignments, significantly expanding the group of people who are personally and formally able to participate in Landlab's decision-making processes.

Thus, 2024 passed swiftly, marked by significant internal changes in both research and services, alongside stability — and even growth — in overall operations, with consistently high levels of both quality and quantity

The R&D sector in agriculture has seen significant reductions in simple "testing" service contracts at the European level. As mentioned earlier, Landlab had prepared for this by developing its own projects, strengthening scientific staff and laboratories, and deepening topics related to soil health. With LandLife, we envisioned, designed, and began implementing a type of activity that is not reflected in the current landscape of research services. This project aims to address unmet needs and unresolved issues, from farmers to industries producing technical means for agriculture, passing through supply chains and production sectors.

This approach fully aligns with Landlab's Benefit vision, oriented towards balanced, respectful, and gentle agriculture. A major challenge will be played out on this project in the coming year.

Adriano Altissimo

A group of people are running on a grassy field. The background shows a line of trees under a clear sky. The scene is captured in a wide shot, with the runners in the foreground and middle ground. The grass is green and the trees are mostly bare, suggesting a cool season. The overall atmosphere is one of movement and outdoor activity.

FIRST PART

**“LANDLAB S.R.L.,
BENEFIT CORPORATION”:
THE BASIS OF OUR BEING
A BENEFIT CORPORATION**



The basis of our being a Benefit Corporation

At the core of our Benefit identity, there are very strong values: we believe in mutual respect, honesty, transparency, constant and effective communication, and responsibility towards our duties and the surrounding environment.

Our values are our vision beyond:

- Respect for the environment and gentle agriculture;
- Research, continuous updating, pursuit of scientific quality, innovation of methodologies and techniques used, organization, and precision in execution;
- Valuing people as carriers of knowledge, skills, values, and specific professionalism;
- Sincerity in relationships, fairness, transparency, legality, and a sense of justice;
- A sense of responsibility towards our tasks, people, things, and environments;
- Prudence in financial management;
- Openness to new ideas, opportunities, and solutions;
- Innovation;
- The desire for in-depth understanding, knowledge, problem-solving, and the ability to adapt to changes.

People are very important: we believe that each individual carries a wealth of knowledge, skills, and values, and we strive to bring them out to enhance every team member.

Communication and dialogue are fundamental for a continuous flow of information, exchange of ideas, and knowledge; we are committed to improving these aspects through training, individual coaching paths, and other meetings with experts, with the goal of stimulating and strengthening

the group.

Those working at Landlab are expected to show commitment, dedication, quick thinking, a spirit of collaboration, a willingness to share ideas, competence, and the capacity to develop new goals with passion, ambition, curiosity, and creativity.

Landlab is oriented towards new ideas, opportunities, and solutions. The importance we give to innovation drives us to be at the forefront in facing challenges in sectors that are still rapidly evolving.

All of this happens thanks to constant research, the will to investigate, the desire to understand, the wish to solve problems, and the ability to adapt to changes.

We work to find solutions that maximize the efficient use of water, develop organic products (biofertilizers, biostimulants, biocontrol) for crop cultivation, and seek new solutions for plant protection: our goal is to create a respectful (fair) agriculture towards the land, water, farmers, and consumers of food products—an agriculture that minimizes the use of synthetic agrochemicals, fertilizers, and energy.









SECOND PART

STRATEGY PLAN

2023 – 2024 – 2025



ENVIRONMENT AREA

1) IMPLEMENTATION OF SUSTAINABLE AGRICULTURE

Project	Recipients	Description	Period
Valorizzazione di basi genetiche	Environment: Flora	Breeding: Open Pollinated Varieties (OPV), Ecotypes & Biodive tested and characterized to be used.	2023-2024-2025
Plantae	Environment: Lucis, Foliae, Aquae, Terrae	It began in 2023. Study and deepening of the plant and the Soil Microbiome.	2022-2023-2024-2025
NUE -WUE delle colture	Environment: Crops nutrition & water management	Development of new extracts functional to the objectives.	2022-2023-2024-2025
Biocontrol	Environment: elimination of pesticides	Investment of resources in the areas: Biocontrol and Biostimulation.	2022-2023-2024-2025
Sun Power	Environment: reduction of energy consumption - self-production of electricity	Photovoltaic system installed and activated in June 2023.	2022-2023
Aqua	Environment: control and optimization of the water resource	Overhaul completion of power distribution network and connectivity of the experimental area.	2022-2023-2024

WORKERS AREA

2) RECOGNITION OF THE VALUE OF PEOPLE AS SUCH

Project	Recipients	Description	Period
Training	Employees	Scientific, technical, and conferences.	2023-2024-2025
Training	Employees	Internal meetings also with qualified external personnel. Management area support: roles and team management.	2023-2024-2025
Communication- events	Employees	Landlab Days: days dedicated to training, discussion and personal growth together with the whole Landlab team.	2023-2024 - 2025
In-House Communication	Employees	Sharing the most significant activities and events of the week through newsletters.	2023-2025
Awards to the staff	Employees	Recognition and distribution of the deficit resulting from work activity.	2023-2024-2025
Flexibility Smart	Employees /New parents	Flexible working hours for certain periods and smart working.	2023-2024-2025
Welfare Planning	Employees	Re-evaluation of existing welfare tools and implementation of new ones.	2023-2025

COMMUNITY AREA

3) PROMOTING EXCHANGES AND THE RELATIONSHIP WITH DIFFERENT STAKEHOLDERS

Project	Recipients	Description	Period
Technology Transfer, Extension Service like, Free Support	Farmers, Nurserymen, LL Farm	Support to farmers for the management of crops, with the transfer of independent know-how towards the optimization of resources, environmental respect and the use of effective products for each crop.	2023-2024
INSIEME si cresce	Local Community	Support through donations: both in money and with the distribution of vegetables produced during the summer.	2023-2024-2025
	Zenon	Zenon is an alliance between international industrial players aimed at implementing techniques and materials for agriculture	2023-2024-2025
Not-for-profit	From associations to end users.	Relationships with local and non-profit associations, in particular L'Incontro and Rete Pictor, to support aid projects for needy categories and to develop beneficial technical-cultural exchanges that go in the two directions Landlab - associations, associations - Landlab.	2023-2024-2025
Lo studio "applicato"	Students	Landlab is a place that welcomes students: p.c.t.o., university internships, thesis, doctorates: experience what you study and deepen research and innovation issues. Landlab offers research topics for theses, promotes involvement in projects.	2023-2024-2025
Social	Followers/stakeholders	To spread our vision of agriculture.	

4) FINANCIAL, ECONOMIC AND ADMINISTRATIVE MANAGEMENT for the purposes of redistribution of the margins generated:

Project	Recipients	Description	Period
Infrastructure investments	Environment Landlab	Construction of new spaces for research.	2023-2024-2025
Technological investments in equipment and operating resources.	Environment Landlab	Acquisition of additional scientific instruments to support emerging research areas and enhance existing equipment	2023-2024-2025

SPECIFIC PROJECTS 2024

In this section of the impact report, we present the results achieved in the areas to which we committed ourselves during 2024, in line with the specific purposes of common benefit outlined above, along with the objectives we have set for 2025



Each purpose is presented by including the original text of our corporate purpose and a brief explanation highlighting its most significant aspects. The individual activities, data, indicators, and results are presented in a schematic form. We believe that this presentation method can add greater clarity to our impact report, which is a fundamental requirement for a company that aims to provide a real measurement of the results achieved to its stakeholders.



OTTIMIZZAZIONE DELLE RISORSE AMBIENTALI E LA VALORIZZAZIONE DEL PATRIMONIO GENETICO VEGETALE

Valorizzazione di cenosi biodiverse per

prati urbani

Sun Power

AQUA

Valorizzazione di cenosi biodiverse per
prati urbani



RICONOSCIMENTO DEL VALORE DELLE PERSONE

L.Learn: Formazione oltre l'obbligo

L-ABOUT Landlab: confronto e crescita

Flexibility Smart

WELL: Welfare Planning



SCAMBI E RELAZIONI CON GLI STAKEHOLDER

Landlab Technology Transfer

Landlab, Not-for-Profit, for society

Open to the net



GESTIONE AMMINISTRATIVA FINANZIARIA ECONOMICA AMMINISTRATIVA

Care - Investimenti infrastrutturali

New Technologies



SECOND PART

ENVIRONMENT AREA

1.IMPLEMENTATION OF SUSTAINABLE AGRICULTURE





THE OPTIMIZATION OF ENVIRONMENTAL RESOURCES AND ENHANCEMENT OF PLANT GENETIC HERITAGE

Purpose

- Landlab develops know-how, creates products for sustainable agriculture, is a point of reference, training and local and international information in this area, deals with research and development for the change of traditional agricultural models.
- Landlab respects the environment and biodiversity of the places where it operates, it is committed to reduce its impact and it is a biodiversity generator.

1.1. DEVELOPMENT OF BIODIVERSE HOTSPOTS FOR URBAN/ANTHROPIZED LAWNS

Urban lawns face significant environmental and cultural pressures: flexibility and sustainability are required, but above all, biodiversity - both floral and involving insects, birds, and small mammals. These values are currently absent. Together with other stakeholders, Landlab initiated this activity in 2022; throughout 2024, the experimentation continued with the aim of optimizing the selection of plant material suitable for this paradigm shift.

Results achieved:

Distribution of biodiverse meadow mixes to various entities.



1.2. SUN POWER

The system installed on the building's roof consists of 150 square meters of photovoltaic panels, with a total capacity of 30 KW at full power.

Results achieved in 2024:

Total energy generated: 30.8038 kWh

Total reduction of CO2 emitted: 56.415 kg

Total carbon saved: 22.634 Kg

Reducing deforestation: 3112 trees



1.3. AQUA (A Valuable Resource Starting from Research)

In May, the Aqua system was activated: a 4.0 system for the use and management of irrigation water across the entire Landlab experimental area.

A significant part of our R&D work is focused on improving the use of water resources, specifically Water Use Efficiency (WUE), with the goal of substantially reducing the amount of water needed for agri-food production starting from the research phase. For this reason, we equipped ourselves with an advanced management system for irrigation control during experimental trials. The system we implemented provides us with many insights and data applicable to research, considering the numerous constraints imposed by experimental protocols in terms of quantity and frequency.

The system also helps us reduce water usage while maintaining the same level of production, and quickly identify any infrastructural leaks

Data and results achieved

The design was completed, and the installation and activation of the new system took place on May 1, 2024, generating data over 244 days, covering 67.8% of the annual days; here are the 2024 data:

- For conducting full-field and confined environment trials (pot and bin systems), 567 m³ were used (approximately 23% of the total withdrawn),
- For trials in the greenhouse, under Rainout, and on grass mats, 1924 m³ were used (approximately 77% of the total withdrawn).



The irrigation period for full-field crops was from May 29 to September 24, 2024, totalling 118 days.

For the grass mats in full field, the irrigation period was from June 18 to September 22, 2024, totalling 96 days.

Overall, from May 1 to December 31, 2024, the average daily irrigation consumption was 13.18 m³/day (total consumption [m³] / days with irrigation [days]).

The peak usage occurred between July 30 and August 8, 2024, with 360.37 m³.



1.4. RESISTANCE CONTRAST AND REDUCTION OF PESTICIDE USE

In the 2024 season, the crop protection plan in the greenhouse included the introduction of biological control as one of the methods to combat insect damage. Starting from September, the following releases of beneficial predatory insects and parasitic insects were carried out:

- Eretmocerus eremicus and Encarsia formosa to limit damage caused by whiteflies
- Phytoseiulus persimilis to curb attacks by the red spider mite (Tetranychus urticae)
- Neoseiulus cucumeris to counteract the spread of thrips

The new control method adopted, combined with some specific phytosanitary treatments for individual pests, has resulted in good containment of the main harmful insects in the greenhouse crops. This strategy will therefore be repeated for the 2025 season.

In addition to limiting insect damage, biological control has allowed us to reduce the number of chemical treatments in the greenhouses, thereby decreasing risks for operator health and reducing environmental impact. Furthermore, reducing the number of insecticides used significantly lowers the likelihood of insect populations developing resistance to certain active ingredients.



SECOND PART

WORKERS AREA

**2.RECOGNITION OF THE VALUE OF
PEOPLE AS SUCH**



- Promotion of teamwork and participation of all staff in work's organization and management;
- Hosting of students in training and their inclusion in the working groups;
- Promoting the exchange of knowledge and experience between internal and external researchers;
- Landlab is committed to work for the continuous improvement of internal communication between people, for the circulation of knowledge and information, with transparency and mutual respect;
- Landlab is committed to pursue and improve communication, to increase the level of inclusion and quality of work at different levels, inwards and outwards, for the well-being of collaborators and employees.

2.1. L-LEARN: TRAINING BEYOND OBLIGATION

A research field like ours requires continuous study and in-depth investigation to find solutions, search for information in the literature, or improve existing methods, etc. Landlab is committed to supporting this activity through both internal and external training.

The 2024 Data

Internal Training

Throughout 2024, extensive internal training was conducted with the aim of standardizing the methods of performing activities and increasing everyone's autonomy, including regarding the most commonly used software in the company. The entire team was involved in this training.

Internal Training	ore
Excell, Statistics, ARM	182
TECHNICAL training	150
study of the PROCEDURES	30
total	362

External Training

Specialized industry courses were given importance, totalling 50 hours. A specific program was initiated for the management area to deepen and develop topics such as leadership,

decision-making processes, and change management. The entire team participated in team-building activities focused on collaboration, intercultural awareness, and decision-making, totalling 100 hours.

Some of the team participated in the following events:

Event	Location
ETS conference 2024	Francoforte
Giornate Fitopatologiche	Bologna
ABIM 2024	Basilea
New AG	Miami



2.2. L-ABOUT LANDLAB: MOMENTS OF CONFRONTATION AND GROWTH

Activities and achievements:

We believe in the importance of a positive work environment, which is why we strive to promote an atmosphere of collaboration, idea sharing, and mutual support. We develop team-building activities with the support of external experts and inclusivity initiatives.

Throughout 2024, we organized some shared meals: in April, a convivial moment spent also with employees' families; a lunch mid-season (early July), and during Christmas. We dedicated two half-days—Landlab Days—to reflect and discuss Landlab and the current socio-economic market context, aiming to analyze the current situation and short-term objectives.

During the year, other moments of sharing focused on Landlab projects, updating the entire team on completed projects and achieved goals, ongoing projects, and future expectations. These meetings have helped us increase mutual understanding outside of work tasks and opened us to different perspectives on those who stand beside us every day.

Future objectives

To keep the annual Landlab Days meeting alive, with content to be defined around September, during which the team's needs and company requirements will be addressed; to promote meetings with other entities, such as clients, partners, or other stakeholders, to enrich and increase awareness of the surrounding environment.



2.3. FLEXIBILITY SMART

Activities

Smart working remains a positive and effective tool for Landlab and the team; it is used as needed and greatly facilitates the management of work-life balance—family life.

In 2024, six of our employees utilized smart working, totaling 113 hours.

Future objectives

To establish a company policy that offers all new parents flexible working hours designed to support new fathers and mothers, allowing them to better balance parental responsibilities with work.

2.4. WELL: WELFARE PLANNING

Activities

Throughout 2024, Landlab has committed to sharing as much as possible of the profits earned to support the profitability and the dedication of the people working there: 50% of the generated profit was distributed in the form of welfare.

Future objectives

To develop a new welfare plan for the three-year period 2026-2028.



2.5. GENDER EQUALITY CERTIFICATION

In 2024, Landlab initiated the process to obtain Gender Equality Certification: management and control bodies were established, procedures were drafted, etc. The Strategic Plan contains important and challenging objectives that we aim to pursue and achieve. We believe that respecting people in their diversity should always be a priority, especially in the workplace. This journey is helping us to bring out attitudes, styles, and values that Landlab has always upheld.

Goal: to achieve the certification in 2025.





SECOND PART

COMMUNITY AREA

3. PROMOTING EXCHANGES AND THE RELATIONSHIP WITH DIFFERENT STAKEHOLDERS



- Landlab shares knowledge and know-how with farmers, nurseries and end users, accepting their requests and acting as a scientific reference point on issues of agricultural and environmental sustainability;
- Landlab cooperates with public institutions, entities of the non-profit sector and in the educational field on its own initiative or at their request, and proposes solutions for the local community by supporting it with projects and donations;
- Landlab collaborates in the construction of research networks and acts as a hub of them, with other research centres, with universities and with other companies;
- Landlab creates and cares for circular economy and develops know-how for its evolution;
- Landlab is committed to disclose scientific topics to make the language of its field accessible to most people and give them the opportunity to develop critical thinking and increase their judgment on specific issues.

3.1. LANDLAB TECHNOLOGY TRANSFER

Landlab's commitment to promoting fair agriculture continued in 2024

ZENON (Industrial Alliance for a fair agriculture) together with other foreign industrial partners has activated a strategic alliance - ZENON aimed at implementing a combination of techniques and materials that can significantly improve the state, the well-being of the rhizosphere, and therefore the NUE and WUE of crops by reducing the level of input; develop disruptive technologies aimed at a drastic reduction in the use of synthetic nitrogen

During 2023, the trial started in three sites: two in northern Italy and one in the south

Since 2024, the effects of a series of microbial and non-microbial products on increasing nitrogen use efficiency in different crops have been studied: radicchio, potato and pumpkin in the organic site in the north, wheat and radicchio in the conventional site in the north, and durum wheat in the conventional site in the south. After the application of the products, the effects on the rhizosphere and bulk soil were evaluated in terms of enzymatic activity of the main enzymes involved in the different soil nutrient cycles (N, P, C).

The yield of the different treated crops compared to the untreated one (farmer practice)

and their nutrient content were also evaluated, in order to calculate their NUE (Nutrients Use Efficiency). Following product application, effects were observed both on the rhizosphere and on yield in radicchio, potato, and wheat. In contrast, in durum wheat and pumpkin, the effects were limited to the rhizosphere, with no impact on yield. In 2025, the project will continue on other crops: wheat in the organic site in the North, onion and corn in the conventional sites in the South and North respectively.

Future objectives

The experimental plan will be carried out over a period of 5 years and during these years data will be collected and studies and analyses will be carried out on the soil conditions following the defined protocols in order to then make these cultivation techniques public and widespread.



3.2. LANDLAB, NOT-FOR-PROFIT, FOR SOCIETY

Local Associations

The collaboration with the association L'Incontro di Quinto Vicentino continues. This association supports the local community through various social initiatives; with their support we were able to donate the agricultural production resulting from Landlab's research on horticultural plants. The vegetables were distributed to the elderly, needy families, Caritas, and other associations that deal with fragile and struggling individuals.



Rete Pictor Consortium

With the Consorzio Rete Pictor of Bassano del Grappa. Landlab has signed a memorandum of understanding for the development of technical and cultural exchanges on the topic of sustainable food production, raising awareness among citizens at a local level, for the dissemination of innovations, for the launch of genetic improvement activities for some relevant horticultural species in the area. In particular, throughout 2024, the selection and varietal improvement work on Bassano Broccoli, carried out by the Conca D'Oro farm, continued. During the autumn/winter, some Conca d'Oro operators were involved to share with them the first useful tools for evaluating the selected material. Landlab then followed the development of the biodiverse meadows sown in 2023 at the consortium's headquarters: Villa Angaran San Giuseppe. Finally, we collaborated on the technical design, relating to the plants - meadows - of the new entrance to the Villa, which will be completed in 2025.



“Communication” with OCHO by Rete Pictor

Landlab felt the strong need to improve the communication of its values in form and content through its own resources but also with qualified external support that was in line with its ethics. The project therefore took shape with the aim of establishing a stable collaboration and promoting a different approach to “branding” in the creation of a fresh and dynamic communication style that can express the heart of our being Landlab: with the OCHIO group, part of the Consorzio Rete Pictor Landlab, a complex path was therefore activated that will touch, during 2024 and 2025, all aspects and tools of communication:

- 1- Renewal of the corporate image,
- 2- Creation of institutional formats for all types of documents produced in Landlab: proposals, reports, presentations;
- 3- New institutional presentation;
- 4- Development of the internal newsletter;
- 5- Newsletter vs external,
- 6- Profound revision of the Landlab website;
- 7- Support for the launch of new Landlab initiatives (LandLife).

This is a substantial path that involves an integrated Landlab - Ocho team.

Also to give more continuity to Rete Pictor operators.

During 2024, phases 1, 2, 3, and 4 were completed, and in-depth assessments on phase 7 were initiated due to its urgency, while activities on other aspects were postponed to 2025

The aim is therefore to solidify this relationship so that we have alongside us a group of dynamic, vibrant, and ethically driven individuals who share our vision

3.3. OPEN TO THE NET

During 2024, the communication of the Landlab reality and our work was carried out using the website, social networks and through the creation of an internal Newsletter.

Social:

Landlab's LinkedIn page continues to grow: at the end of 2024 we reached about 1000 followers, 300 more than the previous year. It is an excellent tool for sharing and spreading our initiatives in favor of the environment, the realities and the people who live around us.

The news we share with our followers (stakeholders and competitors) concern Landlab's activities both as a research center (news in the scientific field and the objectives achieved) and as a Benefit Company (the projects and moments of conviviality of the team).

Internal newsletter:

The internal weekly newsletter, published every Friday, is highly appreciated by the entire team and is a communication tool that keeps everyone informed of what happened during the week and what is planned in the following week. The involvement of all team members is very important for Landlab, since as it is not always easy to convey managerial-level information to operational staff and vice versa. The newsletter thus becomes a unifying tool—promoting transparency and cohesion. Since November 2024, the internal newsletter has adopted a more formal form, also starting to use a dedicated external service, Mailchimp.

Website:

Landlab's website is constantly updated with the most relevant recent news and published articles and/or posters and participation in events and conferences.





SECOND PART

4. FINANCIAL, ECONOMIC AND ADMINISTRATIVE MANAGEMENT FOR THE PURPOSE OF REDISTRIBUTION OF MARGINS GENERATED



4.1 CARE – INFRASTRUCTURE INVESTMENTS

The Landlab headquarters never stops expanding; new projects, new services and new people are the future of our reality, for this reason during 2024 the expansion of the east wing of the building began to create the new secretariat and free up space for future projects; the works are in progress and their completion is expected by March 2025.

Future objectives

Between 2025-2026 renovation and change of use of some rooms in view of new research services.



4.2. NEW TECHNOLOGIES - TECHNOLOGICAL INVESTMENTS IN EQUIPMENT AND OPERATING RESOURCES.

Landlab believes in the continuous reinvestment and relaunch of the research center.

Over the course of the year, thanks to the creation of new spaces, we were able to introduce tools for scientific in-depth analysis of the topics we deal with, promoting:

- the increase in the quality of work,
- the number of dedicated personnel
- a constant look to the future.



A photograph of a field of green lettuce plants. The lettuce is growing in rows, and several wooden stakes are visible in the background. A blue marker is also visible on the left side of the image. The text is overlaid on a semi-transparent green rectangle in the center of the image.

SECOND PART

5. REPORT OF IMPACT

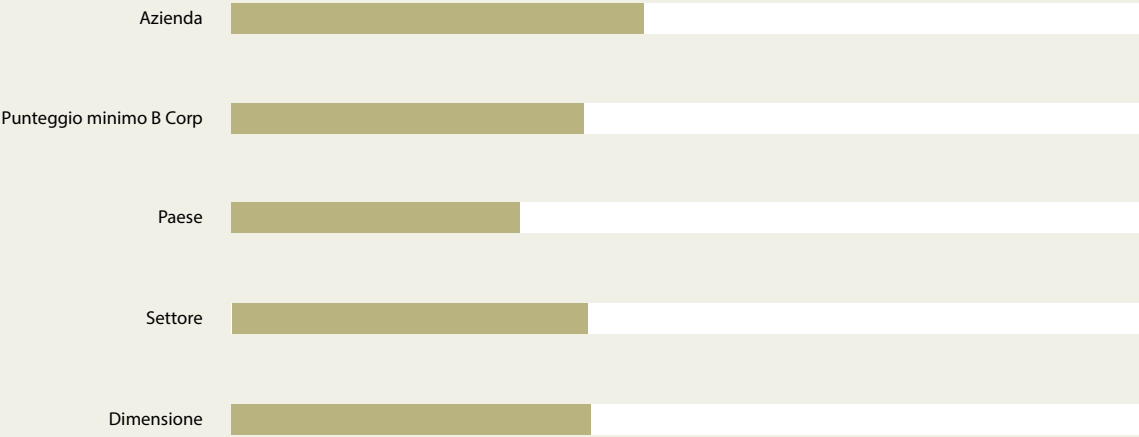


5.1 Assessment of the overall impact of Landlab s.r.l. SB through the external evaluation standard B Impact Assessment.

Law 208/2015, art. 1 paragraphs 376-384 (the Italian law on benefit companies), establishing the Benefit Corporations, obliges these companies to produce annually a report concerning common benefit's pursuing, including:

- a) the specific objectives, modalities and actions implemented by the administrators for the pursuit of the purposes of common benefit and any circumstances that have prevented or delayed it;
- b) the assessment of the generated impact by using an external assessment standard (benchmark) covering the following areas: corporate governance, workers, other stakeholders, environment;
- c) a section describing the new objectives that the company intends to pursue in the following year.

For impact reporting, we chose the B Impact Assessment, an international benchmark developed by B Lab. This tool is filled in on an online platform and is divided into five areas: Governance, Environment, Community, Workers, Customers. The proposed question path adapts to the sector to which the company belongs and to the answers gradually provided. It is a tool with a mainly quantitative vocation, with the possibility of a qualitative deepening. Provides assessment of the social and environmental impact generated by a company. Below are the scores obtained in the year 2024.



Governance:

Governance assesses a company's overall mission, commitment to its social/environmental impact, ethics, and transparency. This section also assesses a company's ability to protect its mission and formally consider stakeholders in decision-making through its corporate structure (e.g., a benefit corporation) or corporate governance documents.

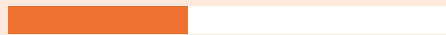
QUESTIONS ANSWERS
28/28

OVERALL SCORE
17.5

Company



Country



Sector



Size

**Workers:**

Governance assesses a company's overall mission, commitment to its social/environmental impact, ethics, and transparency. This section also assesses a company's ability to protect its mission and formally consider stakeholders in decision-making through its corporate structure (e.g., a benefit corporation) or corporate governance documents.

QUESTIONS ANSWERS
66/66

OVERALL SCORE
32.2

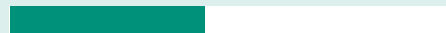
Company



Country



Sector



Size



Community:

Governance assesses a company's overall mission, commitment to its social/environmental impact, ethics, and transparency. This section also assesses a company's ability to protect its mission and formally consider stakeholders in decision-making through its corporate structure (e.g., a benefit corporation) or corporate governance documents.

QUESTIONS ANSWERS
44/44

OVERALL SCORE
17.5

Company



Country



Sector



Size


Environment:

Environment assesses a company's overall environmental management practices, as well as its impact on air, climate, water, land and biodiversity. This includes the direct impact of a company's operations and, where applicable, its supply chain and distribution channels. This section also recognizes companies with environmentally innovative manufacturing processes and those that sell products or services that have a positive environmental impact. Examples might include products and services that create renewable energy, reduce consumption or waste, preserve land or wildlife, provide less toxic alternatives to the marketplace, or educate people about environmental issues.

QUESTIONS ANSWERS
31/31

OVERALL SCORE
17.7

Company



Country



Sector

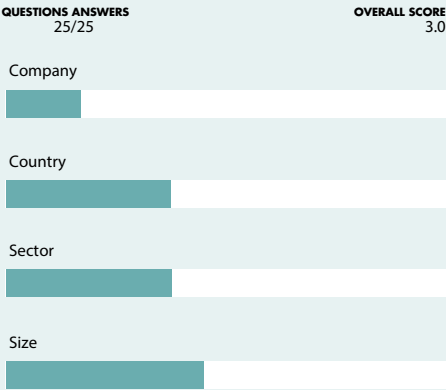


Size



Customers

Customers evaluates a company's management of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. Additionally, this section recognizes products or services designed to address a particular social issue for or through its customers, such as health or educational products, products & arts, serving underserved customers/clients, and services that enhance the social impact of other companies or organizations.





SECOND PART

6. 2025 GOALS





In 2025 Landlab intends to:

- Implement the projects of the strategic plan in the 5 key directions/benefits: in particular, proceed with innovations - disruptive innovations - even more advanced to develop solutions for a fairer agriculture;
- improve the communication of its Benefit activity also through an external newsletter;
- make the Landlab team strong and cohesive to build continuity and high professionalism;
- complete the expansion of the spaces and the renovation of others to favor new areas of study and research at the service of agriculture.

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