



COP 28
UAE



Grow It Yourself

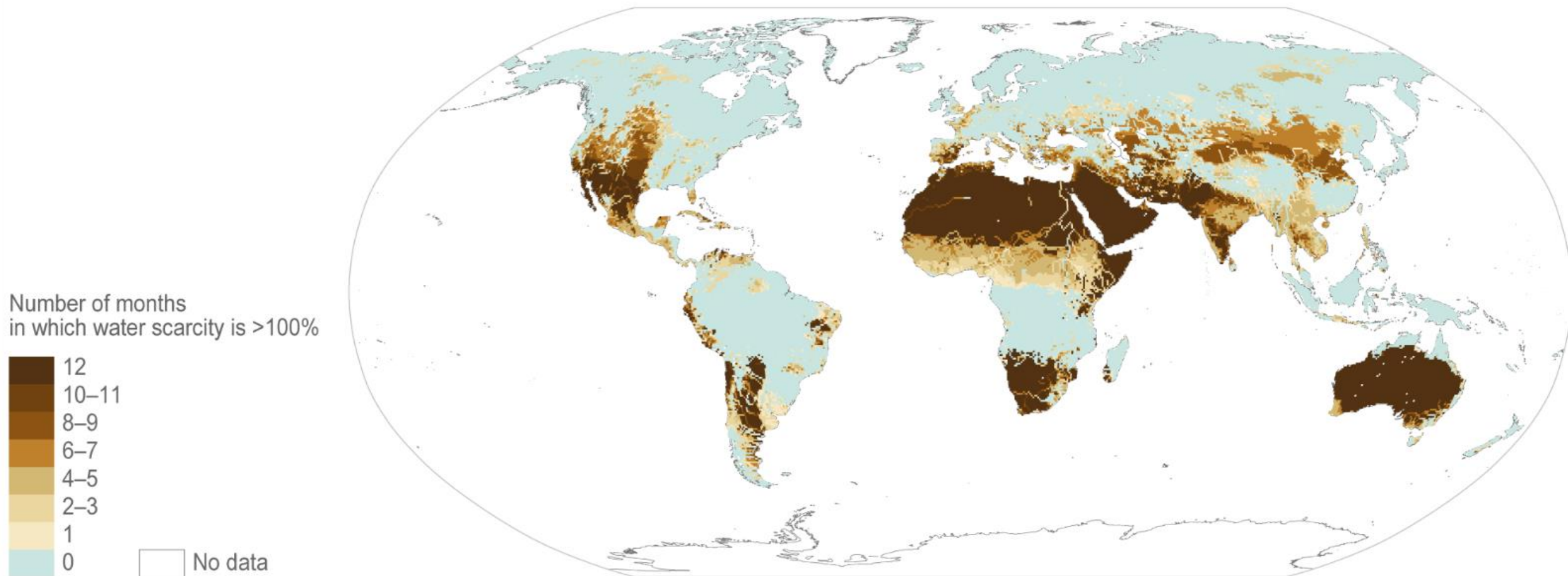
Hydroponics Sustainability despite environmental challenges

ILYES SAIDANI : Hydroponic expert

GLOBAL Water Scarcity

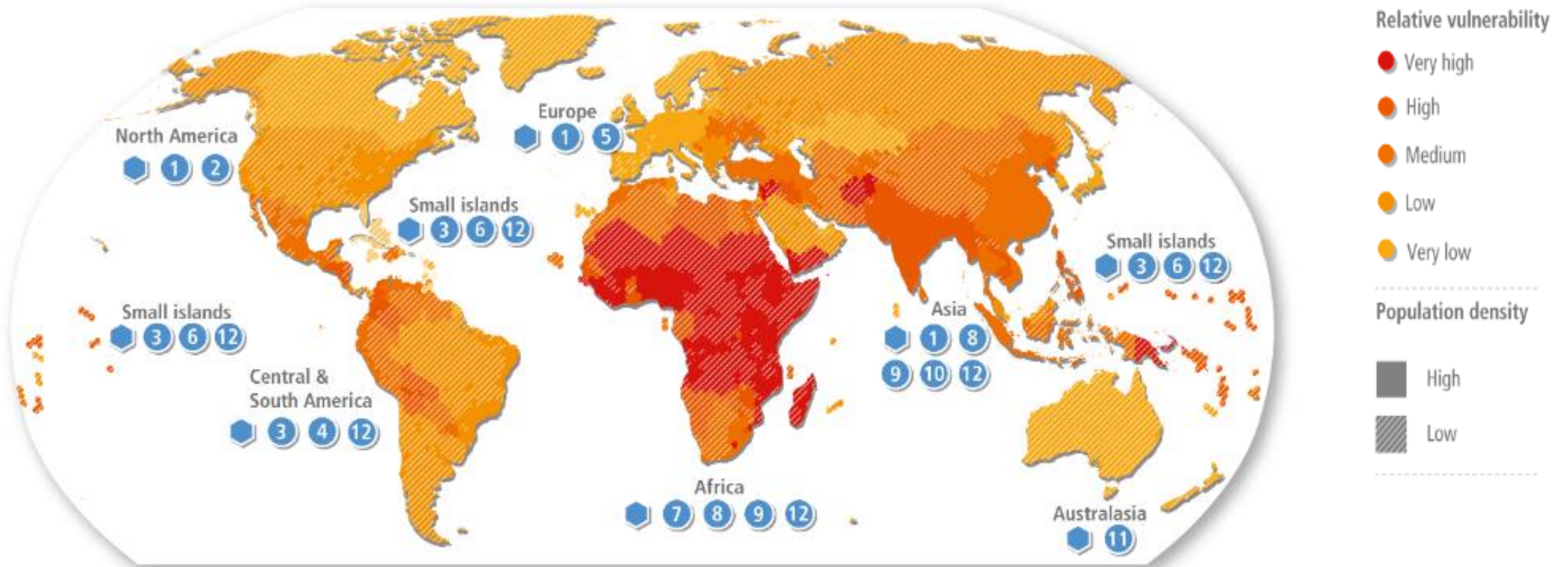
Geographical distributions of current water scarcity and levels of challenge for policies addressing future change

(a) Number of months per year with severe water scarcity

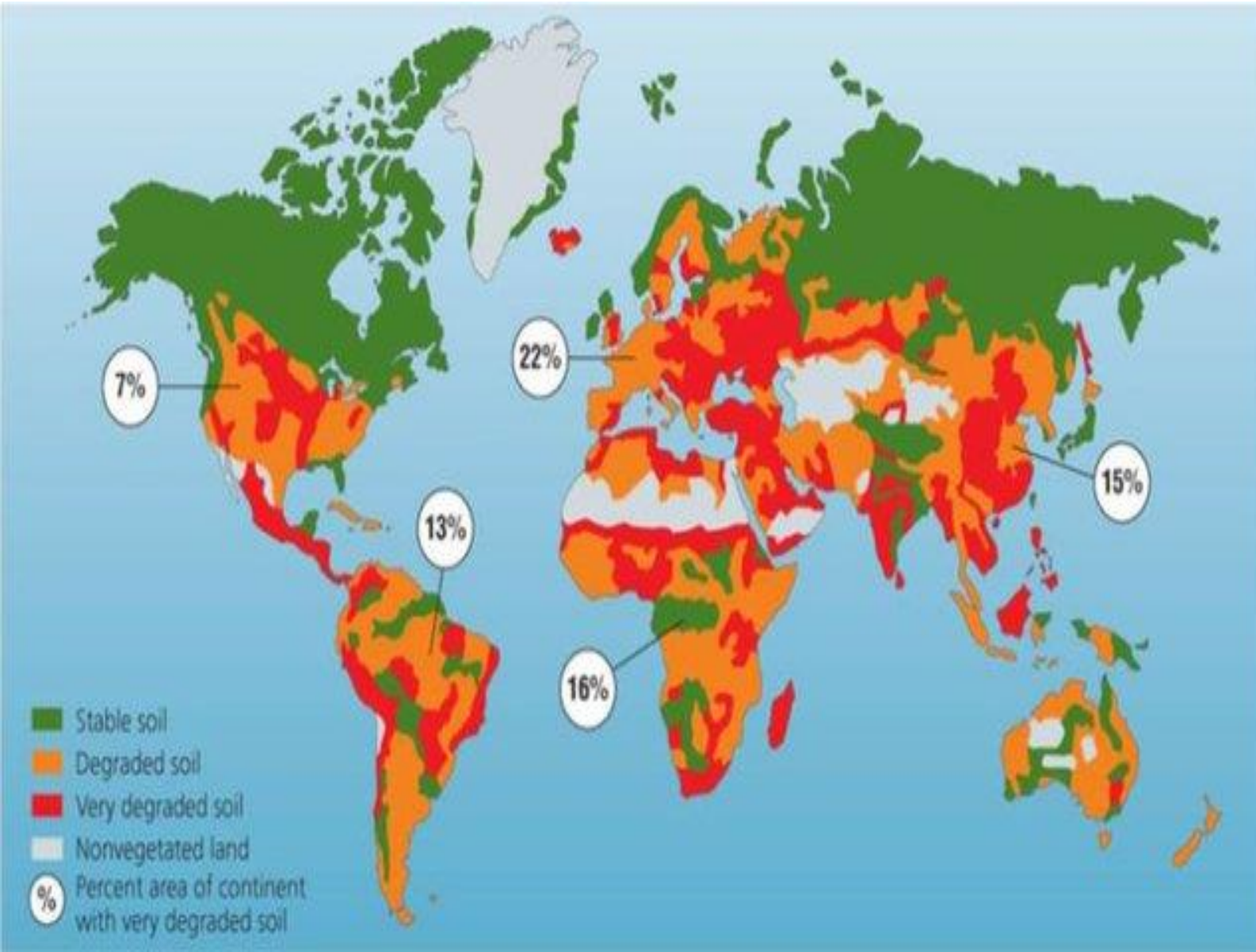




GLOBAL CLIMATE VULNERABILITY



Global Soil erosion and land degradation



THE COSTS OF INACTION ARE TOO HIGH



Economy: Loss of 0.4 to 1.3% of MENA countries' GDP, rising to 14%, if no appropriate action



Food Supply: impacts in supply chains, price shocks due high dependency water and arable land.



Water Risks: can cost \$27 billion GDP loss between 2022 and 2050



Solution

Hydroponic



What is hydroponic ?



It is a new technique of plant production where the roots are directly immersed in water, no need for soil.



Why Hydroponics? Benefits

- ✓ **No soil required = freedom from chemical, physical or biological problems related to soil**
- ✓ **Saving water (Up to 90%) and mineral fertilizers (Up to 65%, no leaching)**
- ✓ **No use of harmful pesticides for humans and the environment**
- ✓ **High production (10 times more than soil) and higher quality**
- ✓ **Vertical Production**
- ✓ **Reduction of working time: soil preparation, hoeing, weeding, fertilization stages: amendment and mineral fertilizers)**



Grow It Yourself
A Social and Innovative StartUp



GIY is a Tunisian startup that manufactures, installs and maintains tailor-made hydroponic systems for large-scale agricultural projects or urban vegetable garden projects.

A pioneer in the field of hydroponics and urban agriculture in Tunisia, it provides project leaders with its technology and know-how to support them and ensure the sustainability and profitability of their operations.

ACTIVITIES

HYDROPONIC

A modern agricultural technique that grows fruit or vegetables in systems designed to guarantee a permanent distribution of fertilizer through a closed irrigation circuit. The roots of the plants are either suspended in water containing a rich mixture of liquid nutrients or in an inert substrate continuously irrigated by this same mixture.

Urban agriculture

It is the development of urban spaces to make them vegetable gardens that can be used by city dwellers and reconnect them with nature. From unexploited land, to the roofs of houses and buildings, every square meter can be transformed into a space intended for the cultivation of healthy, pesticide-free and local food.





Achievement



Hydroponic in Tunisia







Grow It Yourself



Grow It Yourself

Hydroponic in Tunisia



Social Inclusion



Achievement



Urban Farming :

- Reduce CO2 in Air
- Less transportation cost





Achievement



Smart Hydroponic System



Training



Social Enterprise of the Year

INCUBATEUR LAB'ESS, 2018

GREEN'TIC Competition Finalist

APIA, 2018

Project of the year

MOOVJEE, 2019

Startup of the year

TOTAL, 2020

GREENWORKS program Winner

FLAT6LABS et IMPACT PARTNER, 2020

Awards

Since the launch of the Grow It Yourself idea, we have been fortunate to have the support of a multitude of incubation and acceleration organizations willing to support our concept.





« Thank You »

Grow It Yourself

