

EIA Spring Irrigation Forum

Friday 25 April 2025 – 14:00 – 16h00 CET



Topics :

- Alliance Stewardship as a whole systemic approach for major water users
- Phytosterols used for supporting plant resistance to water stress

**TOGETHER FOR SUSTAINABLE
IRRIGATION**

The housekeeping rules

EIA Code of Conduct

- The event is recorded and will be shared
- Please present your full name and your organisation properly
- Please mute your microphones while you not participating
- Please use the chat box for questions and comments
- If you can, turn on your camera on so we can see each other



The housekeeping rules EIA Code of Conduct

- EIA believes it is important that its activities are at all times carried out in accordance with the applicable law, especially competition law.
- EIA believes that business shall be conducted in an atmosphere of free competition, i.e. based on price and quality.
- The Code of Conduct aims at providing clear rules to EIA's members, thus reducing the risk of improper conduct and consequently of fines being imposed.
- This Code of Conduct shall be binding on all members as well as all other participants when taking part in EIA activities.

Agenda for this forum

14:00 -14:20	Opening Introduction	Moshi Berenstein/ EIA President
14:20 -14:30	Welcome & introduction of New Members	Fleur Martin/ EIA Communication Officer
14:30 -15:00	Guest speaker : “Alliance Stewardship as a whole systemic approach for major water users »	Ben Davis, A4WS
15:00 -15:30	Innovation and Technology session : “Phytosterols used for supporting plant resistance to water stress”	Aymeric Molin, Elicit Plant
15:30 - 16:00	Open session for Q&A	

Latest developments

1. **EIA Strategic Road Map 2025** was launched
2. **New model** of membership, success in retaining members' engagement
3. Recruited a communication & marketing specialist – please meet **Daria Fontana**
4. Brand promotion and members- visibility activity
5. EU News Bulletin of the European Irrigation Association
6. Irrigazette.com as the EIA magazine!

Irrigazette

The leading International Irrigation magazine

Projects snapshot – what's cooking

- 1. Urban Landscape:** Preparing a European round table to advocate on Urban Landscape irrigation - A call for engagement
- 2. Advocacy AG** – waiting for the adoption of the water resilience strategy (WRS)
- 3. Irrigation day:** Irrigazette Editorial committee and EIA General Assembly planned to be held in Provence (FR) and online on July 9th 2025. stay tuned!
- 4. Irrigation Market reports** for EIA members (5-9/2025)
- 5. events:** Salon Paysalia 2nd to 4th December 2025 Eurexpo, Lyon (FR)

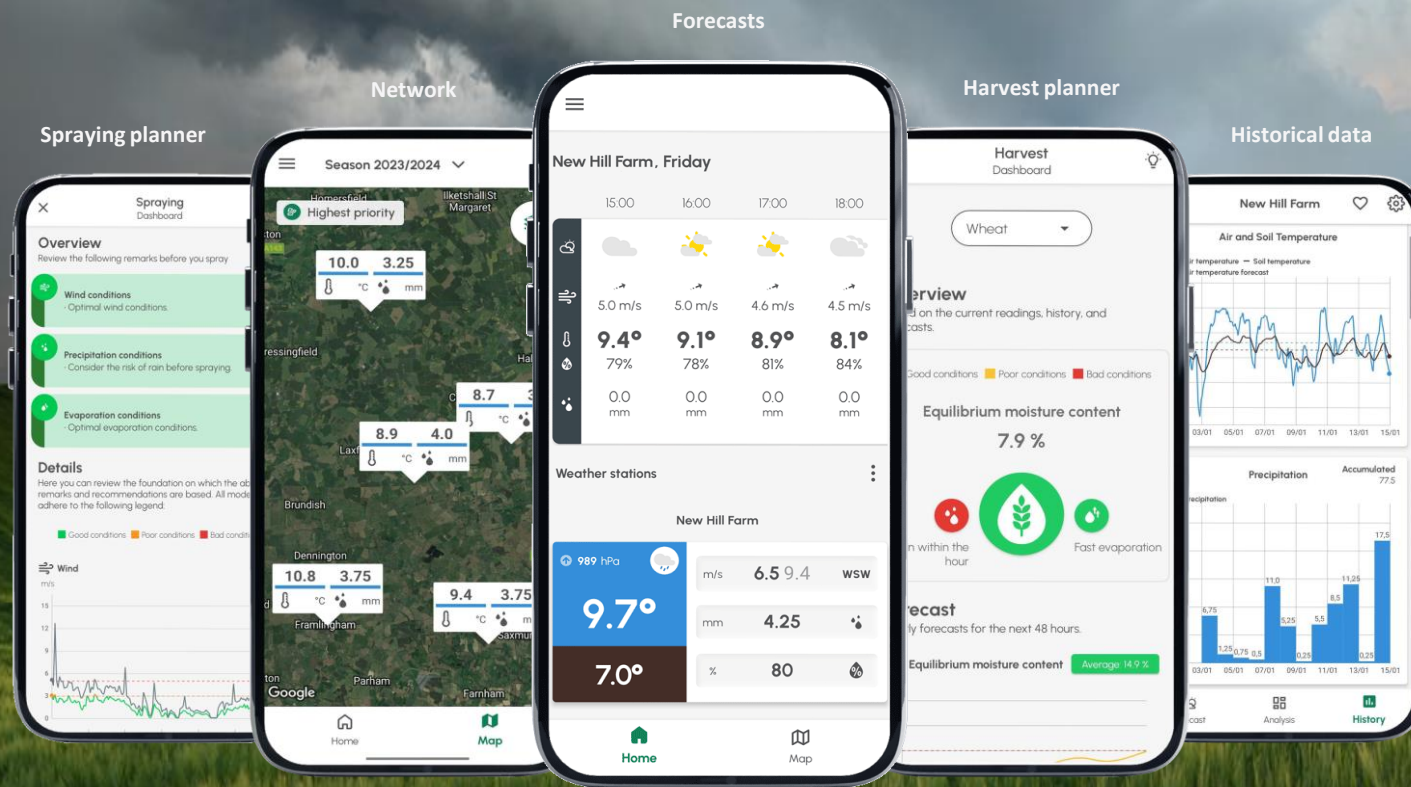


Welcome to new members

- We are very pleased to welcome **3 new members** in the association since our last forum, end of January
- Today, we are counting **69 members**

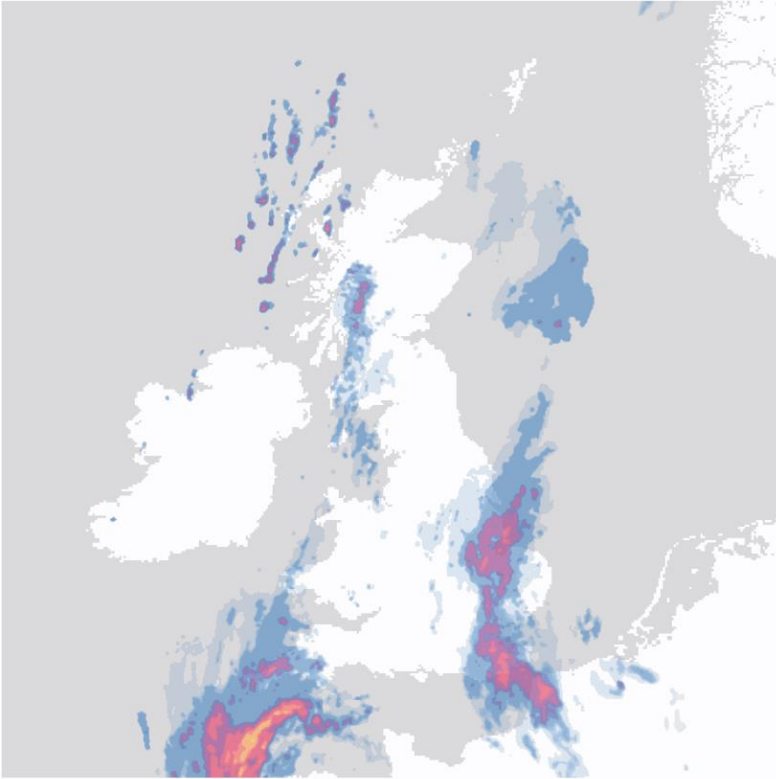


Cordulus provides hyper local weather information for farmers across Europe



From in-field measurements to forecasts

Origin: 2025/04/15T06
Predictions (+0h 10m)

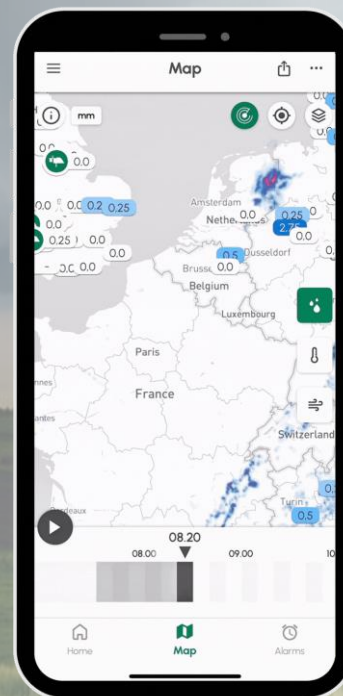




We're deeply rooted in agriculture, and so are our owners

Over the past decade since our founding in 2015, we've been dedicated to empowering farmers with innovative tools for precision farming.

With owners who are at the forefront of farming and agtech innovation, we remain steadfast in our mission to create solutions that make a meaningful, everyday impact for thousands of farmers.



4000+
Stations

22
countries

20
resellers

Danish Agro 

Rockstart



Pajbjerg Fonden



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About us

- Specializing in irrigation system design and equipment supply over 28 years
- Landscape and agriculture irrigation
- Lithuania and Latvia
- We focus on innovation and **sustainable irrigation solutions**, helping to optimize water use while preserving natural resources.



Our goals

- We design systems that incorporate rainwater use — a practice we've been applying **for over 15 years**
- Lithuania is a rainy country — we see strong potential for sustainable water use in irrigation
- We aim to raise awareness and promote wider adoption of rainwater harvesting among installers and customers



Our Premium members



Hunter[®]

irritec[®]
don't wait for rain[®]

 **LITE-SOIL**[®]
BUSINESS

 **LINDSAY**[™]

 **NETAFIM**[™]
An Orbia business.

RAIN  **BIRD**

 **Rivulis**

 **SOLEM**

 **Urbasense**[®]
La Ville, la Nature, l'Homme

VALLEY 
The Leader in Precision Irrigation.

Our members



AFEID

Majed Sabbarini

AZUD

ARVALIS

BERMAD

B.J. Lamy International
OEM Irrigation Specialist

Cryberg

Cordulus
Rethinking weather

DEBERNARD IRRIGATION
SYSTÈMES DE PROTECTION / ASPERSION / ANTIGEL / SERRES

DVS BEREGNUNG

Elysee

FAPPAC
Fédération des Associations
pour la Promotion des Projets
Agricoles Collectifs

GARDENA

GEROVIT

HSTi
Soil Moisture Management

MAKSYM ONTOZESI EGYESLET
MÖE

INAQUA

INOVATO ENGINEERING LTD.
RENT-A-RAIN

IRMA_SYS

IRRITEC
IRRIGATION TECHNOLOGY

INRAE

IRRITEC
Water Saving Solutions

IRRISketch

komet
INNOVATIVE IRRIGATION

KU LEUVEN

MAXRAIN
AGUA Y JARDIN

MAIDINA
LAISTYMO IRANGA

mega group
Bringing water to life

NDS
We put water in its place

NELSON

K RAIN

OCMIS
we irrigate the world

OTECH
LEADING IRRIGATION

Padula

PIPELIFE

PLASTIC-PUGLIA
Irrigation Systems since 1967
Water

PLASSON

Poliext
CSÖVEK

rain pro
Beregnungsexperten seit 1991

Rimopemar

scarabelli
IRRIGAZIONE

Sentek

SPHERAG

STOCK
BEREGNUNGSTECHNIK
WASSERTECHN. ANLAGENBAU

THE MACHINES
EXCELLENCE IN PRODUCTION TECHNOLOGY

University of Ljubljana

THINKWATER

TORO

THE TORO COMPANY



WATER PUMPING INSTITUTE

WEENAT

WiseConn



THE ALLIANCE FOR WATER STEWARDSHIP

INTRODUCTION AND HUELVA CASE STUDY

Ben Davis, April 2025



CATCHMENT & WATER CYCLE



Water challenges are local challenges and must be addressed at the scale of the catchment.

Each water user is just one step along water's journey through the catchment.



WATER STEWARDSHIP

“The use of water that is socially and culturally equitable, environmentally sustainable and economically beneficial, achieved through a stakeholder-inclusive process that includes both site- and catchment-based actions.”



GOOD WATER...

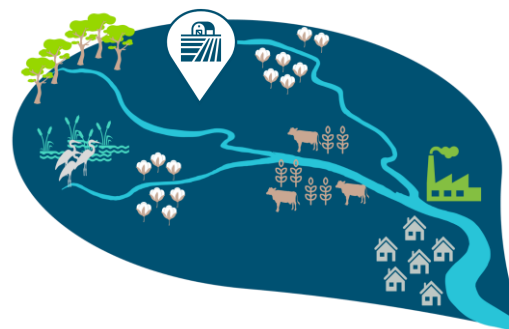
MANAGEMENT



Focuses **within a site** and includes:

- Pollution and consumption measures
- Internal governance
- Legal compliance
- Ensuring adequate access to water, sanitation and hygiene facilities for all workers

STEWARDSHIP



Builds outwards from water management and includes:

- Data collection, planning and actions that involve **engagement** and **alignment** with **other water users** that share the same water resources.
- Collective actions by sites with other water-related stakeholders
- Alignment with basin water plans and other local consensus
- **Context-based activities beyond the site at the scale of the catchment**



OUR VISION

A water-secure world that enables people, cultures, business and nature to prosper, **now and in the future.**

OUR MISSION

Ignite and nurture global and local leadership in credible water stewardship that recognizes and secures the **social, cultural, environmental and economic value of freshwater.**

**MULTI-
STAKEHOLDER
MEMBERSHIP
ALLIANCE**

**ISEAL
COMPLIANT
STANDARD
SYSTEM**

CONVENE

DIFFERENT
INTEREST
GROUPS, SHARE
KNOWLEDGE.
BUILD CAPACITY

DEFINE

GOOD WATER
STEWARDSHI
P IN THE AWS
STANDARD

RECOGNIS

E
BEST PRACTICE
AND ENABLE
CREDIBLE
CLAIMS



ALLIANCE FOR WATER STEWARDSHIP (AWS)

A diverse multi-stakeholder, membership based, network



ALLIANCE FOR WATER STEWARDSHIP

Initiated via dialogues at the UN Global Compact

Formed to create a single standard for 'doing and verifying' water stewardship

Launched in 2016

200+ member orgs:
- standard users
- standard champions
- technical support

Water-Focused NGOs	Water-Aware Businesses	Govt Agencies	Sector Experts
        	                   	    	      



THE AWS STANDARD

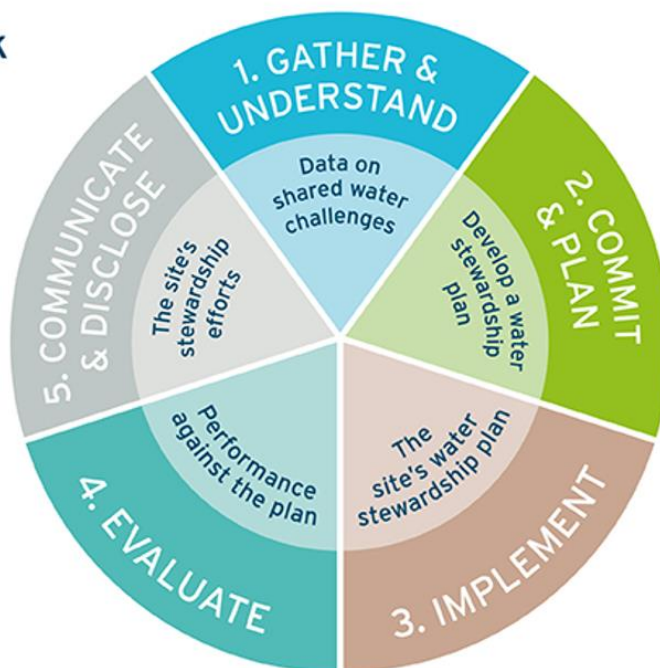
AN ACCESSIBLE 'HOW TO' FRAMEWORK FOR SITES TO IMPLEMENT WATER STEWARDSHIP



THE AWS STANDARD FRAMEWORK IS BUILT AROUND FIVE STEPS:

1. GATHER AND UNDERSTAND
2. COMMIT AND PLAN
3. IMPLEMENT
4. EVALUATE
5. COMMUNICATE AND DISCLOSE

68 CORE INDICATORS
30 ADVANCED INDICATORS



THE STANDARD IS INTENDED TO ACHIEVE FIVE MAIN OUTCOMES:

- GOOD WATER GOVERNANCE
- SUSTAINABLE WATER BALANCE
- GOOD WATER QUALITY STATUS
- IMPORTANT WATER-RELATED AREAS
- SAFE WATER, SANITATION AND HYGIENE FOR ALL (WASH)



ASSURANCE

Independent verification



Certification



Credible claims



As of 21 April 2025, there are 336 Certified Sites

Examples of Certifying Companies:



47 Farms certified
in Agadir and
Dhakla (Marrocco)



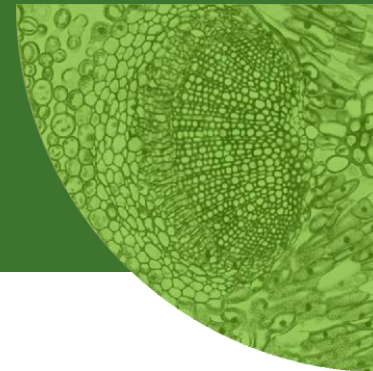
22 Farms certified in
Colombia and
Ecuador



28 Sites certified in
total

Triggering the power within

To preserve water resources,
optimize crop resilience
and maximize yields
in response to climate hazards



Climate impact on agriculture



Agriculture faces most important challenges



Climate hazards

Agriculture faces new extremes rainfall, heat, and unpredictable water availability

Extremes and unpredictable periods of drought and wet, stands as the foremost and uncontrollable challenge in agriculture.



Limited resources

Threatening half of global agricultural food production

Broad acre crops make up 50% of the agricultural landscape for food production, significantly impacting farmers and posing a famine risk for humanity.



Farmers' income

Yield risk and regulatory uncertainty jeopardizing farm economy

The shift in focus towards abiotic stress covers a range of stress factors for crops, including thermal extremes, water scarcity, salinity, and frost.



Necessary adaptation of agriculture to water scarcity



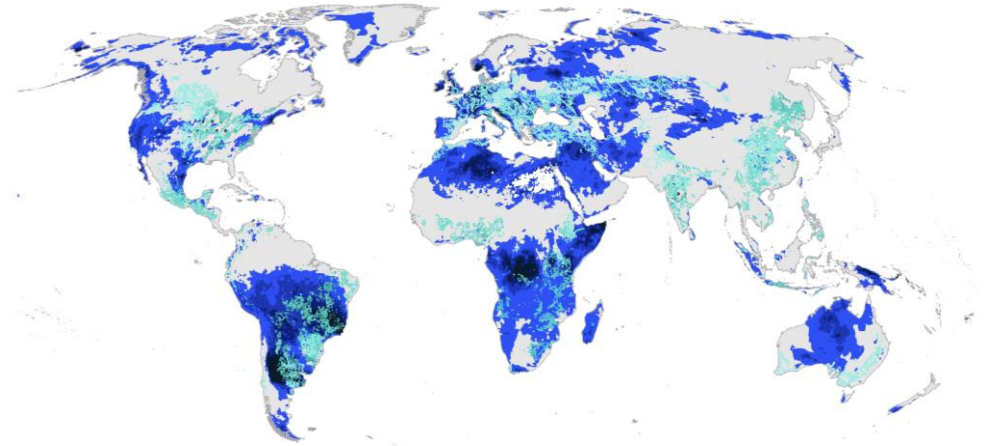


A stark reality

...with climate hazards claiming the spotlight as the dominant issue

Water availability presents stark variations in intensity across different regions

The global reality of drought severity



Drought severity Not at risk Mild Moderate Severe Extreme

Crop type Wheat Maize Soybean

44% of the global rainfed crop land is exposed to water stress:

- 44 mha of soybean
- 35 mha of wheat
- 27 mha of maize



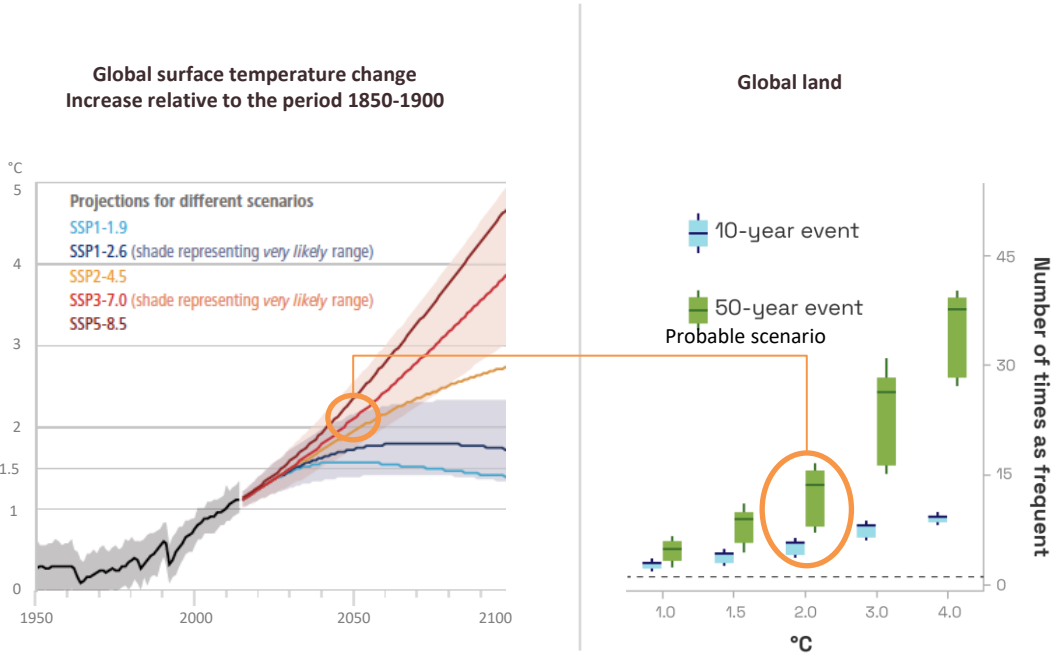


A stark reality

...with global warming heat waves will become 10 times more frequent

Extreme heat waves (days >37°C) will be a new global reality, affecting all major cropping regions of the world, leading to potentially high yield losses.

The global reality of heat severity threatening global water resources and food production



Projected changes in the frequency of extreme temperature events under different global warming levels relative to the 1850-1900 baseline. Source: IPCC, 2023





The market shift to climate smart farming requires innovative solutions



These issues underline the need to **redirect efforts towards greater efficiency in water use** for **greater resilience** in the face of unpredictable environmental conditions.



Phytosterols to support water resilience:
Elicit Plant positioning & techno



Elicit Plant Positioning

Mission

Our mission is to empower global agriculture with innovative, sustainable solutions that mitigate the impacts of climate uncertainty.

By harnessing the unique power of phytosterols through our proprietary EliTerra® technology, we enhance crop resilience, optimize water use efficiency, and secure sustainable food production.

Objectives

Our objective is to address agriculture's most critical challenges — unpredictable water availability, resource limitations, and yield risks— by delivering scientifically proven, scalable solutions. Through collaboration, innovation, and sustainability, **we aim to drive resilience, profitability, and environmental stewardship for farmers worldwide.**

Elicit Plant: Pioneering technology

Transitioning towards a more resilient and sustainable agriculture with better Water Use Efficiency

We empower farmers anticipating unpredictable climate patterns to safeguard their crop yield effectively and sustainably.

Our innovative technology acts from within on the preservation and resilience of broad-acre crops.

By leveraging the unique signaling functions of phytosterols, we preventively activate the natural resistance of the plant, harnessing a new mode of actions that consistently delivers effective results proven at large scale on different soils, climate, periods, geographic.



Our Technology: Triggering the power of **Phytosterols**

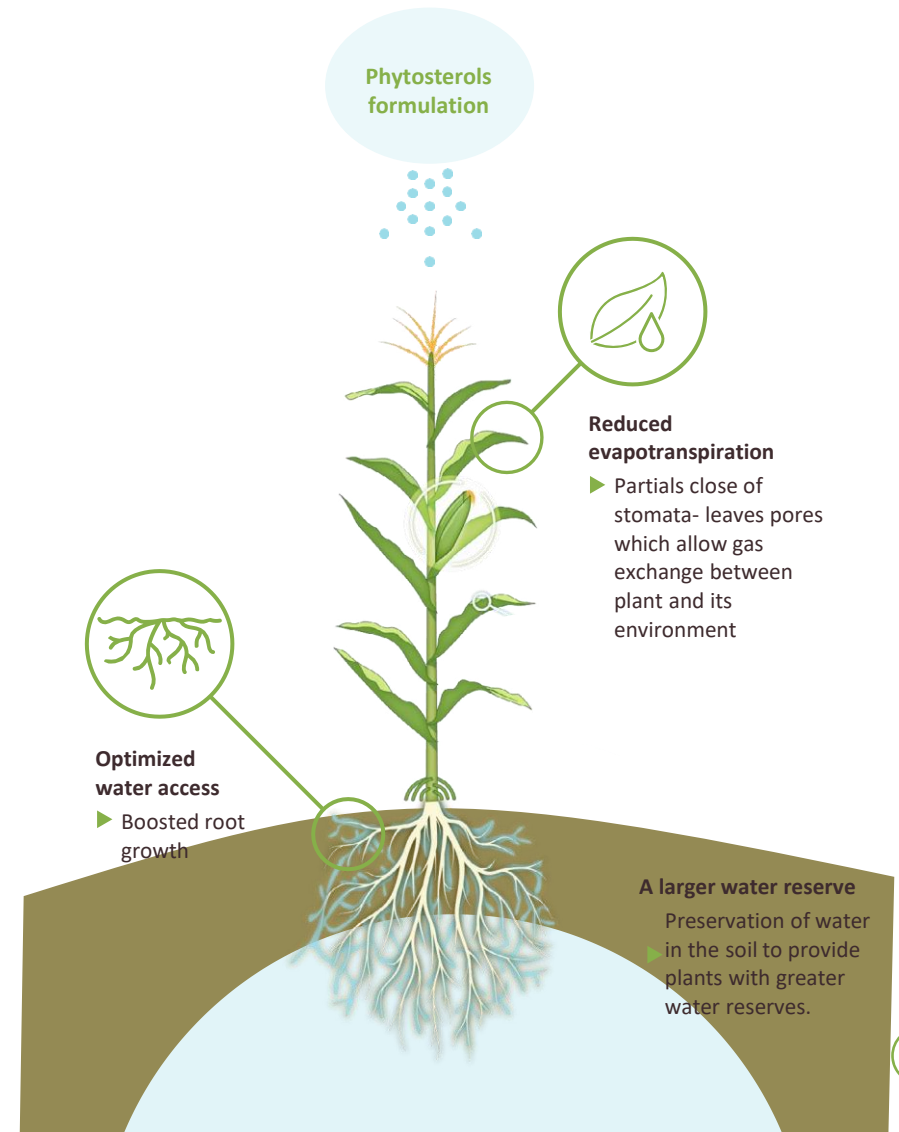
The unique mode of action rooted in the plant biology to enhance resilience

We unlock the innate potentials of the **molecular signaling functions of phytosterols** to preventively kickstart natural processes aimed at enhancing the plant's ability to withstand water scarcity.

We change from within the physiology of the plant, independently from the stress of the moment, to make it resistant in case of water shortage.



We fight **water scarcity and heat** by preserving the **natural resources of the plant through better water usage efficiency.**





A unique platform to deliver solutions with proven results for farmers



Unique Mode of Action



Sustainable Agriculture



Mitigating Climate Hazards

Technology leveraging the power of phytosterols

01 Unique and protected technology platform feeding our product pipeline

02 Solutions for the most vulnerable crops impacting global food security

03 Fast product development cycle

EliTerra® technology, provides a groundbreaking solution to agriculture's most pressing issues.

EliTerra's phytosterol-based products preserve natural resources through enhanced water and nutrient use efficiency.

EliTerra® technology overcomes climate-related uncertainties, providing long-term insurances to farmers.



Forum Closing Session

- To join us as member, you can register online :
<http://irrigationeurope.eu>
- or send email to
communication@irrigationeurope.eu

