



ECONOMIC IMPACT

Current situation of substrate global market

Production of peat-based growing media in EU employs around 11000 people with full time job in more than 520 growing media companies, mostly SMEs.

The search for the new growing media has caused tensions on the global peat market, with increasing of production costs and risks of sudden ceasing of SMEs involved in the peat-based growing media production and marketing.



LIFE17 ENV/IT/269
AGRISED



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Sediments as alternative to peat and coir substrates

AGRISED project will generate fresh knowledge on simplified and improved methods for increasing recycling rates of sediment and green waste in the EU, and will promote economical instruments to reduce waste landfilling, in line with the European Commission plans of the Circular Economy Package.



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During the project an economic analysis will be carried out to confirm, on a real basis, the economic convenience for these subjects of adopting the AGRISED strategies.

Data on investment required, payback time, return on investment, unit cost of production, potential sale price and projections on a mid-long term will be disclosed, in order to overcome the reluctance of the subjects to adopt the proposed technology, but rather to emphasize the potential economic.



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In particular:

- actually sediments treatment usually consists in landfill disposal, which have a cost of about 75€/m³. LIFE AGRISED will offer a cheaper solution, which is expected to cost no more than 40-45 €/m³. An expected saving of around 40-47% represents a good incentive to adopt a solution that, in addition to being cheaper, has a positive impact on the environment;



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In particular:

- green waste producers and managers: co-composting with sediments is also a valuable alternative process to extract value from the pruning residues, even those of low value and low quality that are unsuitable for combustion or other uses. This approach can let emerge a new bioeconomy sector and can sustain rural development: this option is particularly interesting for companies, even of small size, which currently do not valorise their green waste, preferring to burn or eliminate them in a non-economic and non-environmentally-efficient way;



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In particular:

- nursery operators and nursery dealers: the use of a new low environmental impact substrate, which has similar performance to the current alternatives can provide to these subjects a significant competitive advantage and image improvement, especially if they obtain eco-sustainability certifications