



# NATURAL POWER LIFE

The NATURAL POWER LIFE project aims at sustainably replacing hazardous herbicides and biocides with pelargonic acid-based products.

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[naturalpowerlife.eu](http://naturalpowerlife.eu)



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# News

29 July 2025

## GreenWebinar Series



On July 29, we joined the GreenWebinar series by **Assofloro-Coldiretti**, dedicated to sustainable green maintenance and nursery practices.

The session **“Plant-based herbicides: sustainable weed control solutions for urban and nursery settings”** highlighted the NATURAL POWER LIFE project and showcased **Sunpower®** and **Ager-Bi**, with a particular focus on Sunpower® for non-agricultural applications.

The webinar attracted **550–600 active participants**, including public administrators, researchers (CREA, CNR, ISPRA), industry professionals, academics, and students. The high level of interest and positive feedback confirms the growing relevance of more sustainable solutions.

Participants included officials from the Municipality of Turin, along with representatives from Palermo, Genoa, Milan, Lucca, Treviso, Bari, Cremona, Mantua Province, the Lombardy Region (Regional Phytosanitary Service and ERSASF), as well as ENEA, CREA, and the Universities of Genoa, Pisa, and Ferrara.

We are proud to contribute to these knowledge-sharing initiatives that bring together experts, institutions, and professionals working towards more sustainable urban and nursery management.

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# News

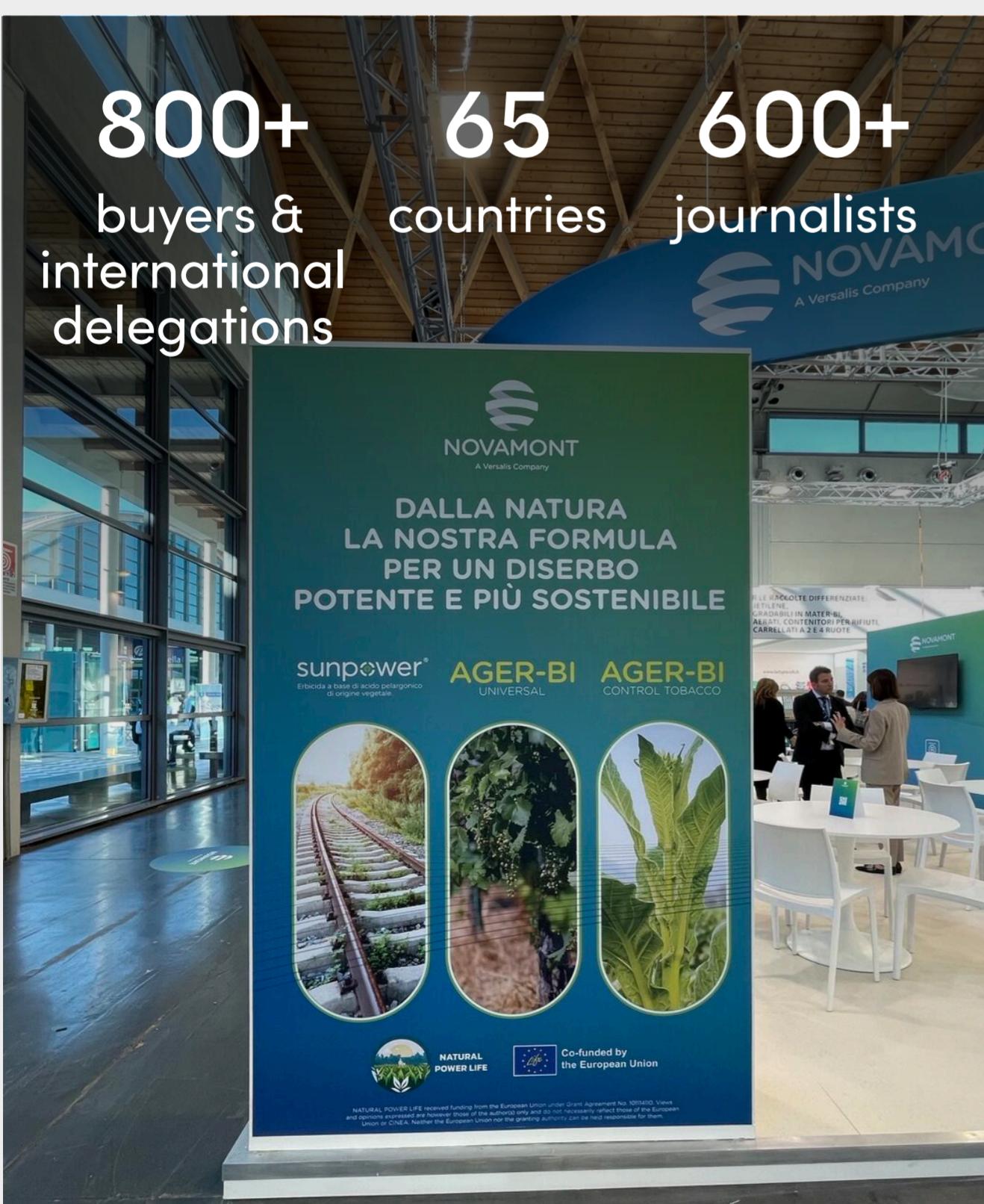
4-7 November 2025

## Ecomondo 2025



Ecomondo 2025 once again reaffirmed its status as Europe and the Mediterranean basin's leading international event for the **green, blue, and circular economies**. Organized by the Italian Exhibition Group (IEG), the event served as a true global hub for the ecological transition, bringing together companies, researchers, and professionals from around the world.

This year's edition gathered **800+ hosted buyers and international delegations** from **65 countries** spanning an impressive 166,000 m<sup>2</sup> of exhibition space. With **600+ journalists** in attendance and over **200 events** - including 60 sessions organized by Ecomondo's Technical and Scientific Committee - the Rimini Expo Centre once again became the beating heart of sustainability dialogue and innovation.



NATURAL POWER LIFE was proudly showcased at the Novamont booth, presenting innovative approaches to more sustainable herbicides and pesticides with pelargonic acid-based products.

In addition, visitors had the opportunity to join the Eni Talk sessions at the Eni booth, where Sandro Parlanti, Marketing for herbicides at Novamont, presented inspiring case studies on the use of Sunpower® for environmentally managing green areas in sports facilities - in collaboration with the Italian Equestrian Sports federation. A truly inspiring event fostering innovation, collaboration, and tangible actions toward a more sustainable future!

# News

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5-7 November 2025

**R.I.V.E. 2025**

The 5th edition of R.I.V.E. – International Exhibition of Viticulture and Oenology, held at Pordenone Fiere from November 5–7, has just closed with outstanding results. This biennial event dedicated to the entire wine supply chain welcomed over 30% more visitors than the 2023 edition, with stands and pavilions lively and crowded throughout all three days. The numbers confirm R.I.V.E. as a key Italian and international trade-fair appointment, showcasing the best technologies, products, and techniques for viticulture and grape treatment – from the field to the cellar.

On 7 November, our valued partner Novamont hosted the conference **“Controllo di infestanti e polloni: la sostenibilità in vigneto è possibile”**, focused on Agri-Bi, including a dedicated discussion on the NATURAL POWER LIFE project.

We were glad to see 30 participants engaging with a strong interest in Ager-Bi. Thank you to everyone who visited, participated in the discussion, and contributed to making this edition a success!

Our FIRST published article

**“Tobacco: A Powerful Ally for the Control of Axillary Buds”**

*Read the full article here:*

<https://lnkd.in/dxgww3AB>

As sustainability becomes a growing priority across the tobacco supply chain, the use of vegetable-origin-derived active ingredients is gaining momentum. One such example is pelargonic acid, a key component of Ager-Bi valued for its effectiveness and environmental compatibility.