



Government of the Netherlands



Groasis Growboxx® fights food and water shortages

Groasis combats worldwide food and water shortages using the Growboxx®, an 'intelligent bucket' made from recycled paper. Productive trees can be grown in the bucket, in combination with vegetables. This allows the crops to grow in areas ravaged by heat, draught and erosion – with a chance of survival greater than 90% and using 90% less water.

By the year 2050, the world population is expected to exceed 9 billion. All of these people will require food. At the same time, the United Nations predicts that by then, over 48 countries will suffer from water scarcity. This means we are headed for trouble if we rely on a great deal of water for our food production. The Growboxx® responds to this need, making depleted agricultural land productive once more and, using 90% less water than traditional methods. The technology is so affordable that planters can potentially offset the small investment using the profits made from the vegetables raised in the Growboxx®. In this way, Groasis is offering residents of drought-stricken, depleted areas a solution for agriculture and food production. Thanks to its innovative, sustainable and effective design, the Groasis Growboxx® has been named a National Icon!



**Nationaal
Icon**

National Icon

National Icons are remarkable innovations that create jobs and increase turnover and exports for the Netherlands. They also contribute to the resolution of societal challenges.

These Icons are selected every two years and receive extensive support from the cabinet. National Icons are appointed indefinitely: once an Icon, always an Icon. Each Icon is assigned a Minister as personal ambassador, who is able to open doors in government and within a broad network. The cabinet can therefore offer assistance in securing funding and new partners, in realising adjustments to legislation or setting agendas at a European level. The Dutch government additionally strives to garner as much attention for the Icon project as possible, using fora such as state visits, trade missions and professional expos/trade fairs.



Food and water shortages

The trees and plants in the Growboxxes® will bring jobs and prosperity to impoverished regions. While a tree that will yield fruit, wood, oil or medicine grows in each bucket, the planter can use the remaining capacity of the Growboxx® to cultivate vegetables, flowers or plants. Because the technology pays for itself, the Growboxx® does not require government subsidies. The Growboxx® is made from recycled egg cartons. Because egg cartons are available everywhere, Growboxxes® can be manufactured locally. This saves Groasis expenditures in connection with transport and import duties, allowing the company to sell the Growboxx® at a low price.

Possibilities

The Growboxx® can be ordered from the Groasis web shop for delivery worldwide, and attractive discounts are available for NGOs. The Growboxx® is interesting for investors as well, as this technique allows fallow ground to be transformed into productive agricultural land. Businesses can utilise the Growboxx® in reforestation programmes, providing them with a low-cost method of earning carbon credits to offset their company's CO₂ emissions. Governments can apply this innovation to restore farmland and thus bring jobs, rising water levels, food production, economic development and prosperity to poorer areas.

Mission

Groasis wants to make 2 billion hectares of depleted farmland suitable for forestry and agriculture, and by doing so help remedy food and water shortages. And Groasis is striving to reduce CO₂ emissions at the same time. The founder of Groasis, Pieter Hoff,

wrote a book about this mission, entitled The Treesolution. Groasis also launched the 'Green Musketeer' initiative on Facebook. Each Green Musketeer pledges to plant or donate at least one tree each year and to directly participate in efforts to reduce CO₂.

Contact

Groasis is eager to get in touch with private citizens, NGOs, investors, businesses and governments for the purpose of demonstrating the possibilities of the Growboxx®.

Pieter Hoff

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YouTube: <https://www.youtube.com/user/GroasisVegetables>



Ambassador

The Minister of the Ministry of Agriculture, Nature and Food Quality supports the development of Groasis and works to remove hurdles faced by the enterprise wherever possible. These efforts will allow the National Icon to reach its full potential and realise its ambitions in the Netherlands and beyond.