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Press Release

LAND and XNatura take root for the sustainability of the future

Milan, 23 January 2026 – The international landscape consultancy firm led by Andreas Kipar and the Nature Intelligence division of 3Bee Srl will collaborate on the development of a predictive digital model for the smart management of urban landscapes. This was announced during the Winners' Night of [Business Meets Innovation 2025](#), a competition organized by the Italian-German Chamber of Commerce (AHK Italien) to foster innovation synergies between international players such as E.ON and Bosch and startups operating in the GreenTech, ClimateTech, and GeoAI sectors.

XNatura is the digital platform winning the [“nAltire Landscape Modelling”](#) challenge. The **Nature Intelligence division of 3Bee Srl**, which also won the **Overall Winner award at the eighth edition of BMI**, will contribute to strengthening **LAND's Natural Capital** quantification model. The result will be a **cutting-edge interactive tool** capable of integrating artificial intelligence and real-time environmental monitoring to **shape the landscape of the future**, guided by a **sustainability measurable through Natural Capital Accounting**.

“Once again, BMI has been for us an almost unique opportunity to capture a snapshot of the start-up ecosystem and innovative realities which, year after year, continues to evolve and to surprise us with increasingly advanced, integrated, and scalable technologies and solutions,” said Jörg Buck, CEO of AHK Italien. “In an edition of the contest focused on the theme of sustainable cities, LAND—with the project launched for the initiative and the related winning solution—is a clear example of how today’s major sustainability challenges can rely on highly sophisticated, effective, and targeted tools. In this specific case, the level of detail achieved through digital environmental monitoring shows us a future that is already here.”

Building on a network of over 10,000 IoT devices, the involvement of more than 15 research centers, and over 1,000,000 hectares mapped across 25 countries, **XNatura is an innovative digital platform for Nature assessment**. It integrates satellite imagery, remote and in-field sensors, as well as AI-based laboratory analyses to monitor ecological performance through a range of environmental KPIs.

“We are proud to integrate the XNatura platform into BIM and LIM models for data-driven design,” said Niccolò Calandri, CEO of 3Bee | XNatura. “This win validates our approach: remote mapping of KPIs such as NDVI, measurement of pollinator attractiveness through IoT sensors, and community engagement via the gamification features of the Biodiversa app. With XNatura, we turn AI into predictive analytics to monitor ecosystem health and resilience in real time.”

Thanks to XNatura’s expertise and contribution, **LAND and the LAND Research Lab innovation platform** will develop a **dynamic, advanced, and adaptive tool** capable of analyzing environmental indicators such as thermal and water stress, evapotranspiration, pollinator attractiveness, and other key parameters. This will help guide **climate adaptation strategies and the enhancement of Natural Capital**. The company will thus be able to further expand its proprietary **LIM – Landscape Information Modelling®** model by integrating satellite remote-sensing data, multispectral drones, and environmental sensors with artificial intelligence and machine learning algorithms.

“For 35 years we have been reconnecting people with Nature. A Nature that, as Goethe said, never sleeps and now needs to embrace data and artificial intelligence to bring new vitality to the business of those who live and work with landscapes every day,” emphasized Andreas Kipar, CEO and Co-Founder of LAND. “We are all owners and beneficiaries of Natural Capital. Everything depends on Nature, and our actions gain value when we are able to qualify their impacts, guide choices, and improve the way we operate,” added Valentina Galiulo, initiative lead. “Sustainability is not just about quantification: it is the ability to turn information into responsibility, metrics into decisions, and numbers into tangible care for living systems,” concluded Nikolas Neubert, Chief Innovation Officer of LAND.

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LAND

LAND – an acronym for Landscape, Architecture, Nature, and Development – is an international landscape consultancy with offices in Austria, Canada, Germany, Italy, Saudi Arabia, and Switzerland. Andreas Kipar and a Team of 200 landscape architects, architects, urban planners, agronomists, engineers, and researchers are dedicated to the regeneration of regions, cities, and places since 1990.

LAND's consulting, planning, and design activities aim to improve people's well-being and environment through the implementation of climate-positive solutions and participatory processes that lead to sustainable development.

We provide consultancy to public and private clients on how to innovate with nature, applying international policies and promoting collaborative planning procedures. Together with our clients and our extensive network of partners, we leverage the opportunities of the green transition for our communities.

Among our main projects: Green Rays strategy, Porta Nuova, Piazzale Loreto, and the re-development of the former EXPO site MIND in Milan; Essen's Urban Open Space Strategy and Krupp Park, comprising ThyssenKrupp HQ, and the Freiheit Emscher in Essen; Ruhr Regional Green Infrastructure Strategy; the renaturation of the Airolo valley and Cassarate River Park in Switzerland; Saint-Laurent biodiversity Corridor in Montreal; Al Urubah Park in Riyadh and EXPO 2020 Dubai in the UAE; strategic consulting in landscaping, infrastructure, and renewable energy through, among other things, Landscape Information Modeling LIM©, as well as the research and innovation projects UrbAlytics and T-Factor funded by the European Commission. LAND's work has been recognized through numerous prestigious international awards, amongst them Premio Mercurio, MIPIM, Wan Awards, Biennale Pisa, Passive and Low Energy Architecture Award (PLEA), European Garden Award 2023.

www.landsrl.com

3Bee - XNatura

3Bee is a nature tech company that, through a scientific and technological approach, develops territorial regeneration projects such as Biodiversity Oases, along with dedicated environmental education initiatives. Its Nature Intelligence division, XNatura, focuses on monitoring and managing environmental risks and impacts. By combining artificial intelligence, IoT sensors, satellite technologies, and cloud computing, XNatura supports companies, municipalities, and natural parks seeking to integrate data-driven solutions into their environmental management strategies.

AHK Italien

The Italian-German Chamber of Commerce (AHK Italien) is a business association that operates on behalf of the German Federal Ministry for Economic Affairs and Climate Action to promote economic relations between Italian and German companies. Active since 1921, it brings together entities ranging from large German groups to Italian small and medium-sized enterprises, from multinational subsidiaries to individual entrepreneurs. With around 800 member companies and professionals and more than 70 staff members at its Milan headquarters, AHK Italien is the largest foreign chamber of commerce and bilateral business association in Italy.