



Planetek Italia secures contract to support afforestation monitoring in Saudi Arabia.

Planetek Italia and GeosystemsME have won a contract in Saudi Arabia to provide monitoring services for afforestation projects as part of the Saudi Green Initiative. Planetek Italia will develop a land monitoring platform using satellite data to ensure the correct implementation of environmental policies. The collaboration aims to enhance transparency and data-driven decision-making, supporting the Kingdom's environmental goals. The contract reinforces Planetek Italia's position as a global Earth observation provider and demonstrates its commitment to addressing environmental challenges with innovative technologies.

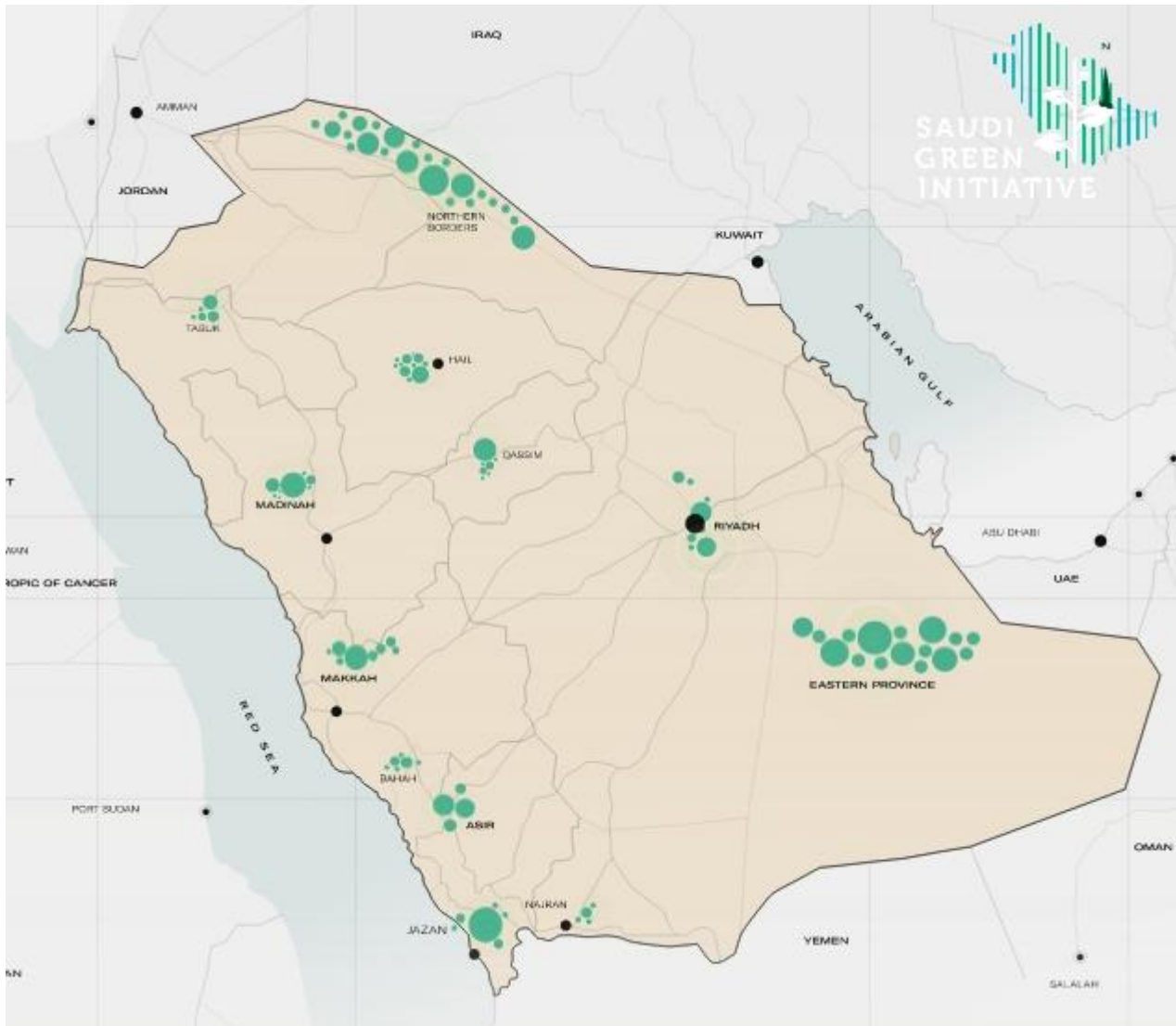
Bari, Italy, 20 September 2023. Planetek Italia is proud to announce its latest contract win in Saudi Arabia. In collaboration with its Saudi partner, Geosystems Middle East (GeosystemsME), Planetek Italia has been selected to provide monitoring services based on Earth Observation (EO) for afforestation initiatives in the Kingdom.

The project, led by GeosystemsME and supported by Planetek Italia, GeoSpace International and Hexagon AB, aims to contribute to the implementation of the ambitious Saudi Green Initiative. As part of this groundbreaking program, Saudi Arabia has set a target to plant 10 billion trees across the country, while also focusing on various land preservation actions falling under the mandate of the National Center for Vegetation Development and Combating Desertification (NCVC).

Planetek Italia will play a pivotal role in assisting GeosystemsME in developing a robust land monitoring platform capable of harnessing the power of satellite data. Leveraging a wide range of commercial and open-source Earth observation constellations, the platform will facilitate the

automatic calculation of analytics and statistical indices. These insights will be instrumental in monitoring the correct implementation of the policies outlined in the Saudi Green Initiative.

"We are thrilled to be partnering with Geosystems Middle East and contributing to the prestigious Saudi Green Initiative," said Mr. Giovanni Sylos Labini, CEO of Planetek Italia. *"This contract exemplifies our commitment to leveraging Earth observation technologies for environmental preservation and sustainable development. By combining our expertise in EO analytics with GeosystemsME's local knowledge, we are confident in our ability to provide effective monitoring services for the afforestation efforts in Saudi Arabia."*



Through the collaborative efforts of Planetek Italia and GeosystemsME, the project aims to foster data-driven decision-making processes and enhance transparency in the implementation of the Saudi Green Initiative. The monitoring platform will provide stakeholders with up-to-date and accurate information on the progress of afforestation projects, contributing to the Kingdom's broader environmental goals.

"We are excited about the partnership with Planetek Italia," stated Mr. Hussam Alshawi, CEO of Geosystems Middle East. *"Their proven expertise in Earth observation and data analytics, coupled with our local market knowledge, will ensure the successful execution of this significant project. Together, we are committed to supporting the Saudi Green Initiative and facilitating the preservation of Saudi Arabia's natural resources."*

The contract win solidifies Planetek Italia's position as a global provider of Earth observation solutions and affirms the company's dedication to addressing environmental challenges through innovative technologies. With this new venture, Planetek Italia and GeosystemsME are poised to make a significant impact on the afforestation initiatives in Saudi Arabia, advancing the nation's commitment to a greener and more sustainable future.

About Saudi Green Initiative

Saudi Arabia is implementing a number of initiatives to combat desertification. These include the "Green Saudi" initiative, which aims to plant 10 billion trees across the country, and the "National Center for Vegetation Development and Combating Desertification", which is working to develop drought-resistant plants and improve water management practices.

Saudi Arabia has activated 77 initiatives to help reach the three targets under the Saudi Green Initiative and achieve long-lasting positive change. In addition to planting 10 billion trees (covering 30 percent of total land area), the SGI aims to create vast protected zones, conserve marine life around the coasts and encourage alternative forms of agriculture. Under SGI, Saudi Arabia is delivering against its aspirations to create a greener future for all, and is putting action and investment behind the country's commitment to sustainable development.

Links:

- [Saudi Green Initiative](#)
- [The National Center for Vegetation Development and Combating Desertification](#)
- [Saudi Arabia Launches AI-Powered Program to Combat Desertification](#) (DD news)
- [Vegetation monitoring in Saudi Arabia gets an AI upgrade](#) (Fast Company ME)
- [Saudi Arabia to plant 600 million trees by 2030](#) (Saudi Gazette)

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About Planetek Italia

Planetek Italia is an Italian company founded in 1994, employing over 100 men and women, passionate and skilled in Geomatics, Earth sciences and software for space missions. It develops systems and services for processing cartographic and satellite data aimed at creating geo-localised knowledge. It operates in many application fields: environmental and land monitoring, smart cities, defence and security, engineering, energy, utilities, scientific satellite missions and space exploration. With sustainability and business ethics as its core values, since 2021 it has become a Benefit Company. Website: www.planetek.it.

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About GeoSystems Middle East

GeoSystems Middle East (GeoSystemsME) is a prominent provider of geospatial and geomatics solutions in the Middle East region. Offering a comprehensive range of products and services, GeosystemsME specializes in the implementation of cutting-edge technologies for land management, urban planning, natural resource management, and infrastructure development. With a focus on innovative solutions tailored to local requirements, GeosystemsME aims to enhance decision-making processes and promote sustainable development. Website: <https://geosys.me/>