



European
Commission

VVINNER

A revolution in soil grassing management



Vitirover mower robot used
for vineyards

The main objective of the project was to introduce into the market a novel autonomous solar-powered robot mower for vineyard grass control, mounted with sensors to assess vine health and growth and hence to enable targeted action. It is an innovative combination of technologies which enables the reduction of agrochemical use in vineyards and lowers emissions in comparison to conventional methods.



Solar energy

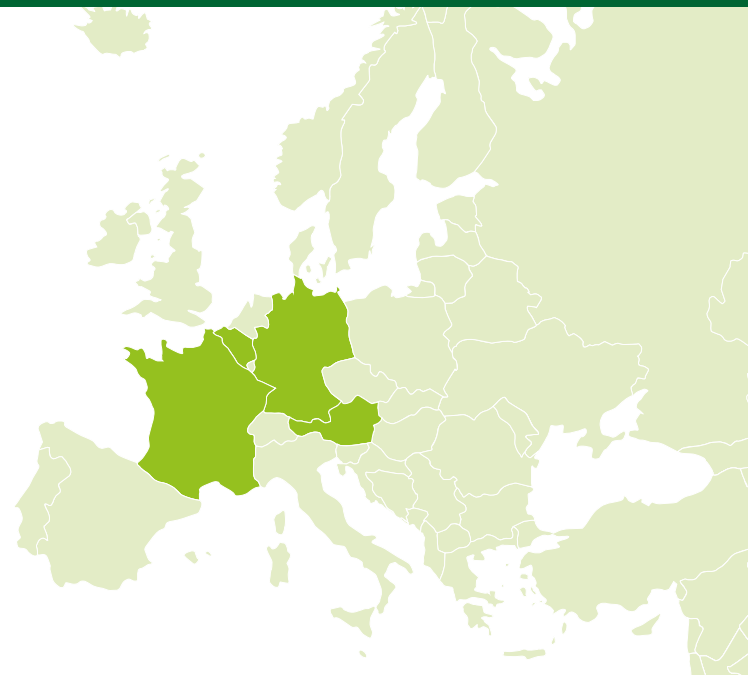


Emissions reduction

The **VITIROVER robot** is a simple and ecological solution for winegrowers to replace weed killers in the vineyards. It is both a **solar powered mower** which maintains proper grass height and a **'Vigilant Ecological Guard of the Vineyard'**. At the same time, this system is capable of collecting all of the relevant information needed for monitoring the well-being of the vineyard ecosystem and quickly detecting risks from diseases, insect invasion or meteorological stresses. Thanks to these features, wine growers have a better chance of detecting risks or problems early enough to be able to mitigate them in a natural way and thus avoid the implementation of systematic and highly concentrated pesticide-based curative processes at their vineyards.

The product is provided as a service, whereby herds of up to 50 robots are deployed, monitored and managed by the company's employees, so called 'shepherds'.

- **Focused on B2B and B2C sector**
- **Service already provided in France, Belgium, Germany and Austria**
- **Contact: info@vitirover.com**



eco-innovation
WHEN BUSINESS MEETS THE ENVIRONMENT

Environment
& Climate
Action

Commercialisation results & areas of success



First turnover reached in 2019



Expected revenues in 5 years:
€10–50 million



Expected market share in 5 years:
11–25%



Expected growth of number of employees:
From 10 to 100 in 5 years



The robot is fully autonomous and solar powered, covering every area of the plot using AI and GPS systems



Building of one multi-functional robot instead of two mono-functional ones



Demand driven substitute for Glyphosate. Contracted for upkeep of green areas in industrial sites such as railways, highways, electrical transformers and airports



300 robots managing 500 ha of grassy areas



Launched in 2008, the Eco-innovation initiative was part of the EU's Entrepreneurship and Innovation Programme (EIP), set up to support innovation among SMEs and to improve their competitiveness. It was included in the EIP's annual work programmes.

The eco-innovation initiative bridged the gap between research and the market. It helped good ideas for innovative products, services and processes that protect the environment become fully-fledged commercial prospects, ready for use by business and industry. In doing so the initiative not only helped the EU meet its environmental objectives but also boost economic growth.

The LIFE programme has financed green innovation and clean tech solutions since its start in 1992. One of today's key priorities for LIFE is to support close-to-market projects delivering innovative environmental solutions, ensuring that they are sustainable and capable of being widely taken up by society in general, and the economy in particular.

The Close-to-market initiative's aim is to help and assist the LIFE projects with market potential to develop towards successfully maintaining project results via commercialisation and upscaling of the proposed innovative solutions.

LIFE can help you to sustain and thrive even after the end of the LIFE project.

HOW TO APPLY FOR LIFE FUNDING

The European Commission organises annual calls for proposals. Full details are available at <https://ec.europa.eu/easme/en/life>
<https://ec.europa.eu/easme/en/section/life/life-close-market-projects>

LEARN MORE

ec.europa.eu/life

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