



GeoAI for sustainability

See the full picture. Act where it counts.



Executive summary

Sustainability demands clarity. Yet for too long, organizations have been forced to act on fragmented data, disconnected records, and blind hope. The land has always told the truth, but until now, we struggled to hear it.

GeoAI changes that.

By bringing the physical world into real focus, it empowers sustainability leaders to move faster, act earlier, and lead with confidence. It connects ambition with evidence, strategies with outcomes, and vision with verifiable action.

At Picterra, we believe the next era of sustainability will be built on trust grounded in truth, and on decisions guided by a new level of visibility.

This is the journey from assumption to assurance. From scattered insights to strategic control.

From hope to impact.

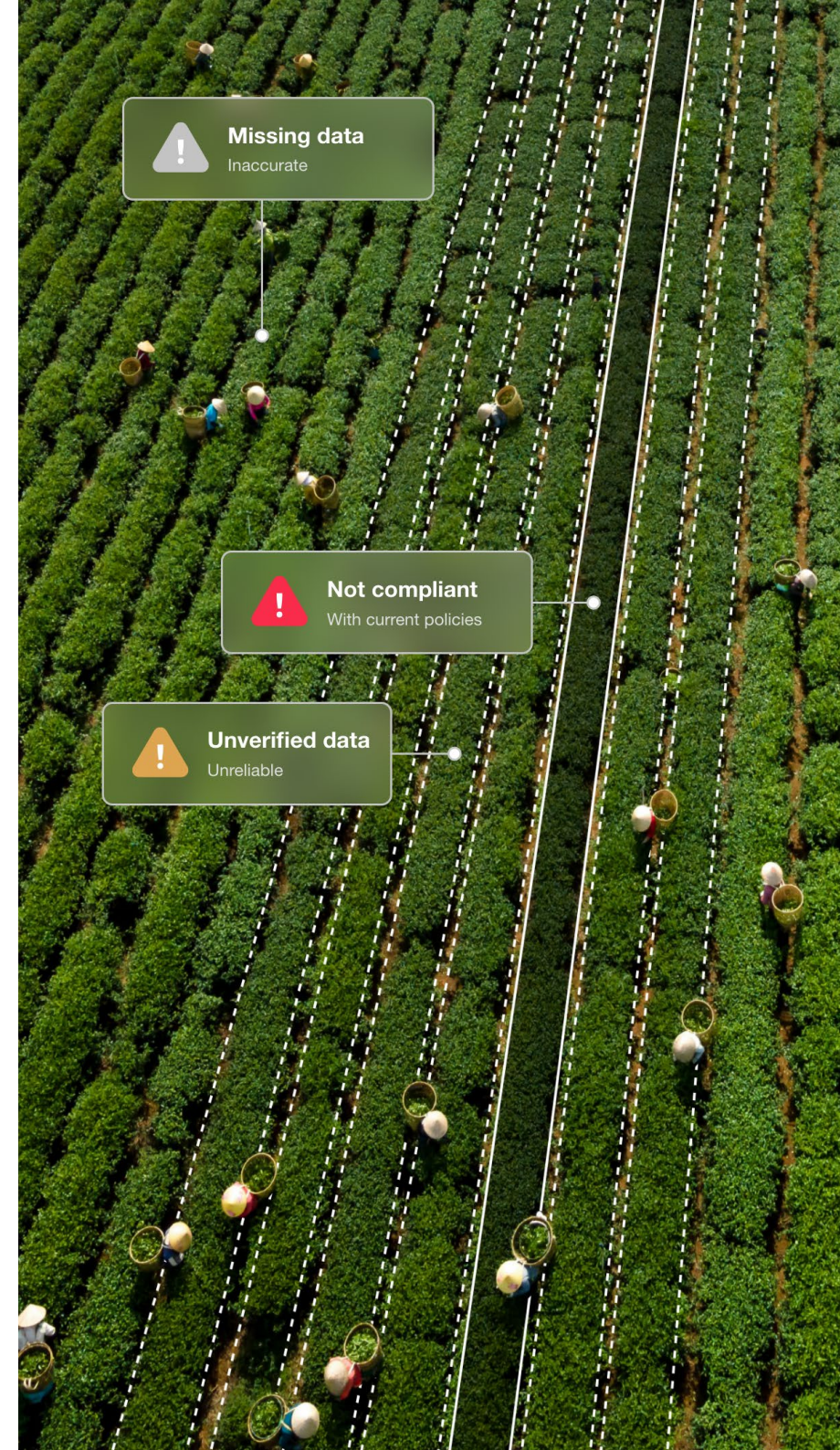
The sustainability data paradox

When ambition outpaces visibility

Sustainability leaders are setting bold targets: regenerating ecosystems, decarbonizing supply chains, and achieving net-positive outcomes. Yet, despite these ambitions, a critical gap persists — the lack of timely, accurate, and comprehensive data to inform and validate these efforts.

Most organizations rely on a mosaic of ESG platforms, supplier declarations, and periodic audits. This fragmented approach results in delayed insights, inconsistent metrics, and an incomplete picture of on-the-ground realities. As a result, decisions are often made with good intentions but based on outdated or partial information.

*“What you’re measuring isn’t false.
It’s just far from the full truth.”*





This paradox, where the drive for sustainability is hindered by inadequate data, leads to reactive strategies, missed opportunities, and increased risk. Without a clear, continuous view of environmental performance, organizations struggle to move from commitment to action.

To bridge this gap, a new approach is needed — one that provides real-time, verifiable insights at scale, enabling sustainability leaders to make informed decisions and drive meaningful impact.

Enter GeoAI

Making the physical world visible

Sustainability begins with seeing clearly.

GeoAI - *geospatial artificial intelligence* - gives organizations the ability to observe and understand the real world at a depth, scale, and speed never before possible. By applying machine learning to satellite, drone, and other aerial data, GeoAI transforms raw imagery into continuous streams of verifiable insight.

This is not another dashboard or static report. It is a new way of connecting strategy to reality.

“The future belongs to those who see what others cannot.”

Instead of relying on periodic audits or self-reported declarations, sustainability leaders can monitor regenerative practices, land use, biodiversity, and compliance risks as they evolve, not after the fact.

GeoAI replaces blind spots with system-wide visibility. It turns fragmented signals into unified intelligence. It empowers faster action, smarter investment, and stronger trust with regulators, buyers, and communities alike.

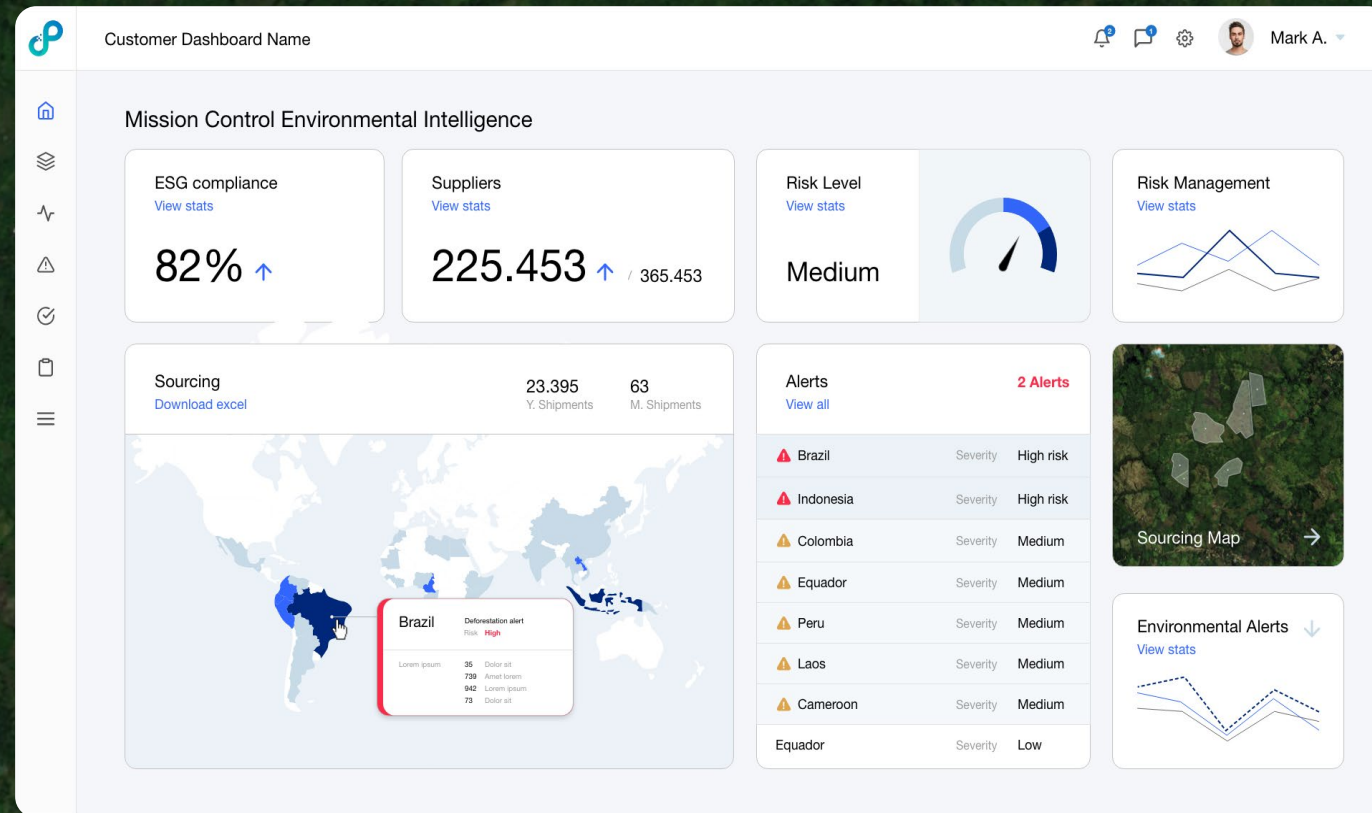
In a world where impact must be proven, not just promised, GeoAI becomes the foundation for leadership with confidence.



Why Picterra

Mission Control for Environmental Intelligence

Sustainability leaders need more than isolated insights.



They need a unified command center - one that connects fragmented data, enriches it with real-time geospatial intelligence, and turns it into clear, high-impact decisions. That is precisely what Picterra delivers.

Our Mission Control for Environmental Intelligence brings together ESG records, supplier data, and farm management systems into a single view. It augments existing information with near-real-time monitoring of land use, regenerative practices, deforestation risks, and biodiversity indicators across any geography.

Powered by Picterra's foundational GeoAI platform, the system provides:



Systemic visibility across farming operations, sourcing networks, and land ecosystems



Impact-based prioritization to reveal hidden risks and direct action where it matters most



Continuous evidence generation to support reporting, claims, and compliance

Unlike traditional ESG platforms or one-off pilots, Picterra's platform is fully productized, modular, and enterprise-ready.

It adapts to new geographies, crops, and risk factors without needing to be rebuilt from scratch. It empowers internal teams to build and scale their own tailored AI models - without needing to expand manpower or infrastructure.

With Picterra, sustainability leaders gain what they have never had before:

A living, evolving, verifiable picture of the real world, ready to power every strategy and every decision.

“Because sustainability should not be based on hope. It should be built on truth, clarity, and control.”

Real-world use cases

GeoAI in action

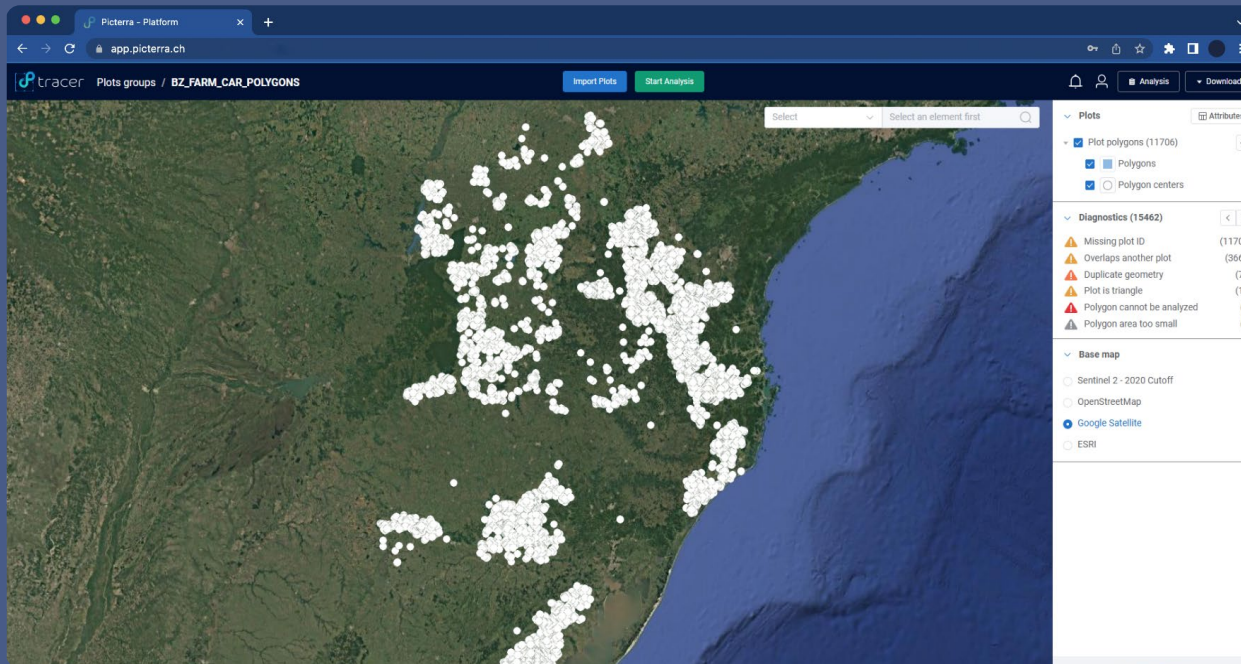


British American Tobacco

Laying the groundwork for climate-resilient agriculture at scale

With over 90,000 directly contracted farmers worldwide, BAT faces a critical challenge: how to scale regenerative agriculture practices across its global supply chain while adapting to the realities of climate change. Soil degradation, water stress, and extreme weather events threaten crop productivity and long-term sustainability.

Through its Group Nature Strategy, BAT is investing in digital solutions that extend beyond yield optimization to address deeper ecological risks. The partnership with Picterra marks a significant step in this journey. By leveraging GeoAI, BAT aims to transform its understanding and monitoring of soil health, erosion prevention, and water retention - core drivers of resilient agriculture.



Real-world use cases

GeoAI in action

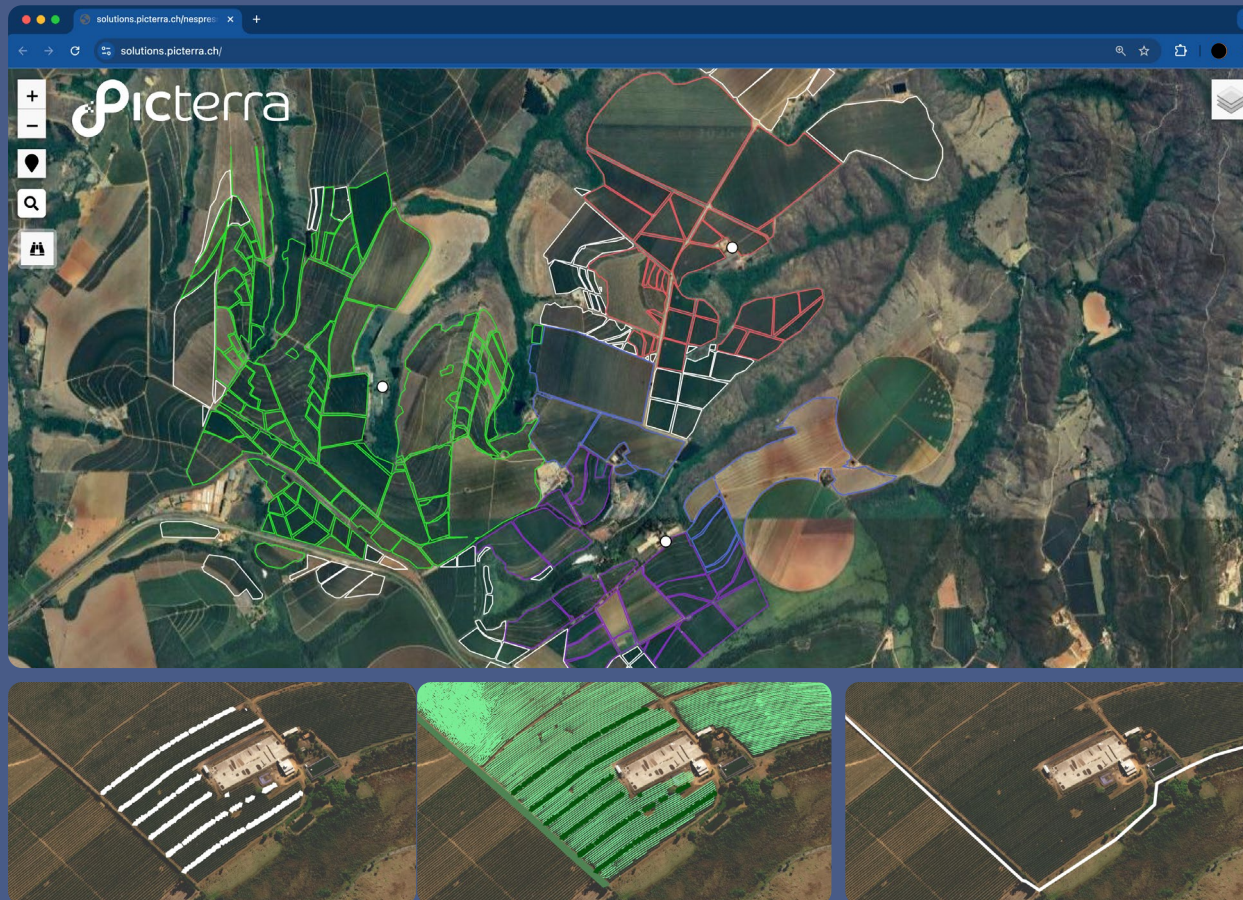


Nespresso

Accelerating the shift to regenerative farming throughout supply chains

Nespresso's ambition is to support farming communities in producing high-quality coffee sustainably while restoring ecosystems and improving livelihoods. However, verifying on-the-ground changes, such as agroforestry practices or soil improvements, across vast regions presents a significant bottleneck that hampers both reporting and transformation.

At Fazenda Três Meninas in Brazil, Nespresso uses Picterra to remotely monitor regenerative indicators such as shade trees, cover crops, and hedgerows. This allows them to document impact, track adoption trends, and eliminate the need for costly manual audits. More importantly, the success of this pilot has inspired neighboring farms to begin their transition, helping to scale regenerative impact beyond individual programs.



Real-world use cases

GeoAI in action



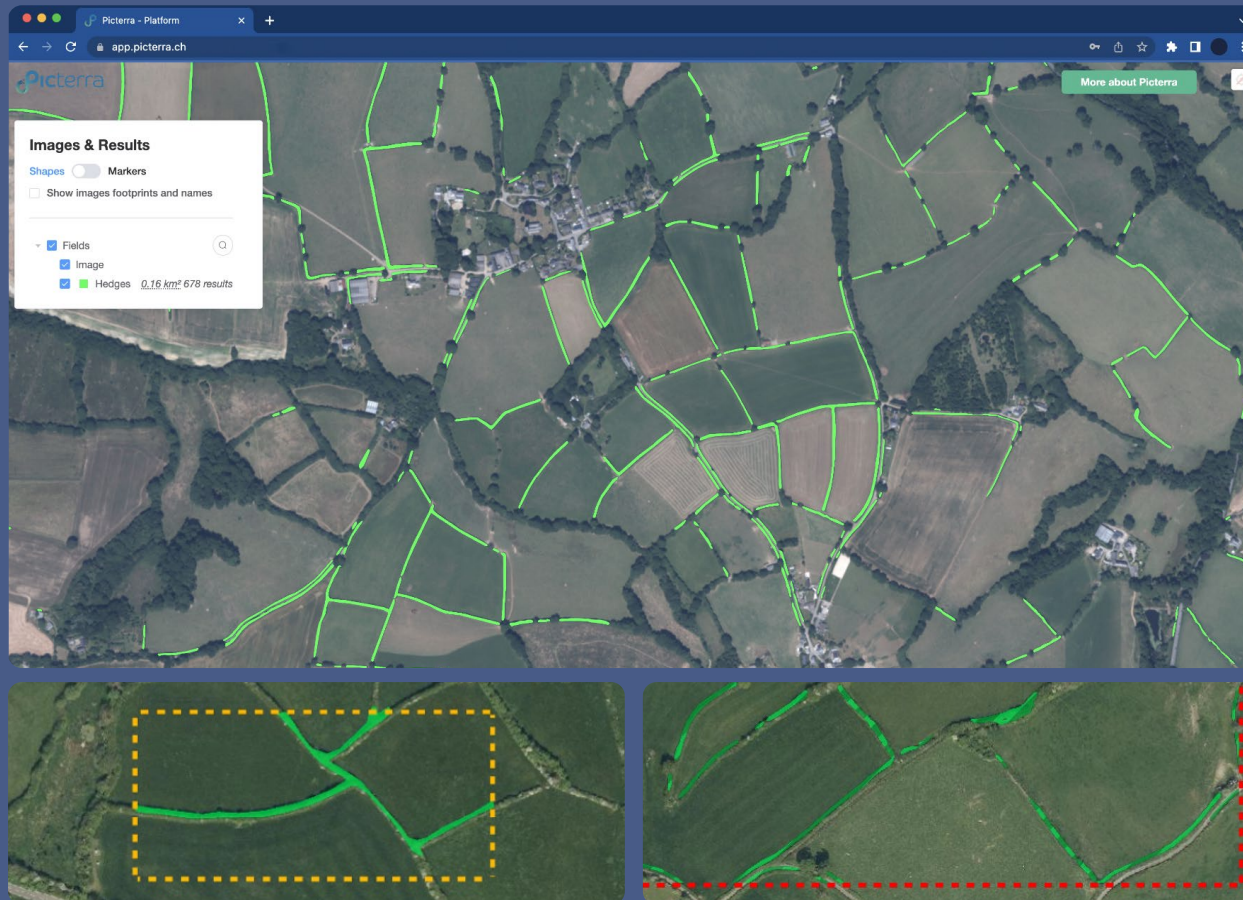
Department
for Environment
Food & Rural Affairs

DEFRA, UK Government

From fragmented compliance to systemic, real-time oversight

DEFRA's Rural Payments Agency (RPA) is responsible for ensuring sustainable land use across England, a challenge traditionally managed through sampling and spot checks. However, with growing pressure to support biodiversity, track environmental outcomes, and validate payments linked to regenerative practices, this model is no longer scalable.

By deploying Picterra's GeoAI, RPA has transitioned to a nationwide monitoring approach, mapping hedgerows, trees, and habitat indicators with up to 90% accuracy. This shift facilitates a more transparent and responsive system for land stewardship, conservation funding, and policy evaluation. It's not just about better maps; it's about building the infrastructure for accountable, nature-positive agriculture on a national level.



Conclusion

From blind hope to verifiable impact

The future of sustainability leadership will not be built on declarations. It will be built on evidence, trust, and the ability to act with precision at scale.

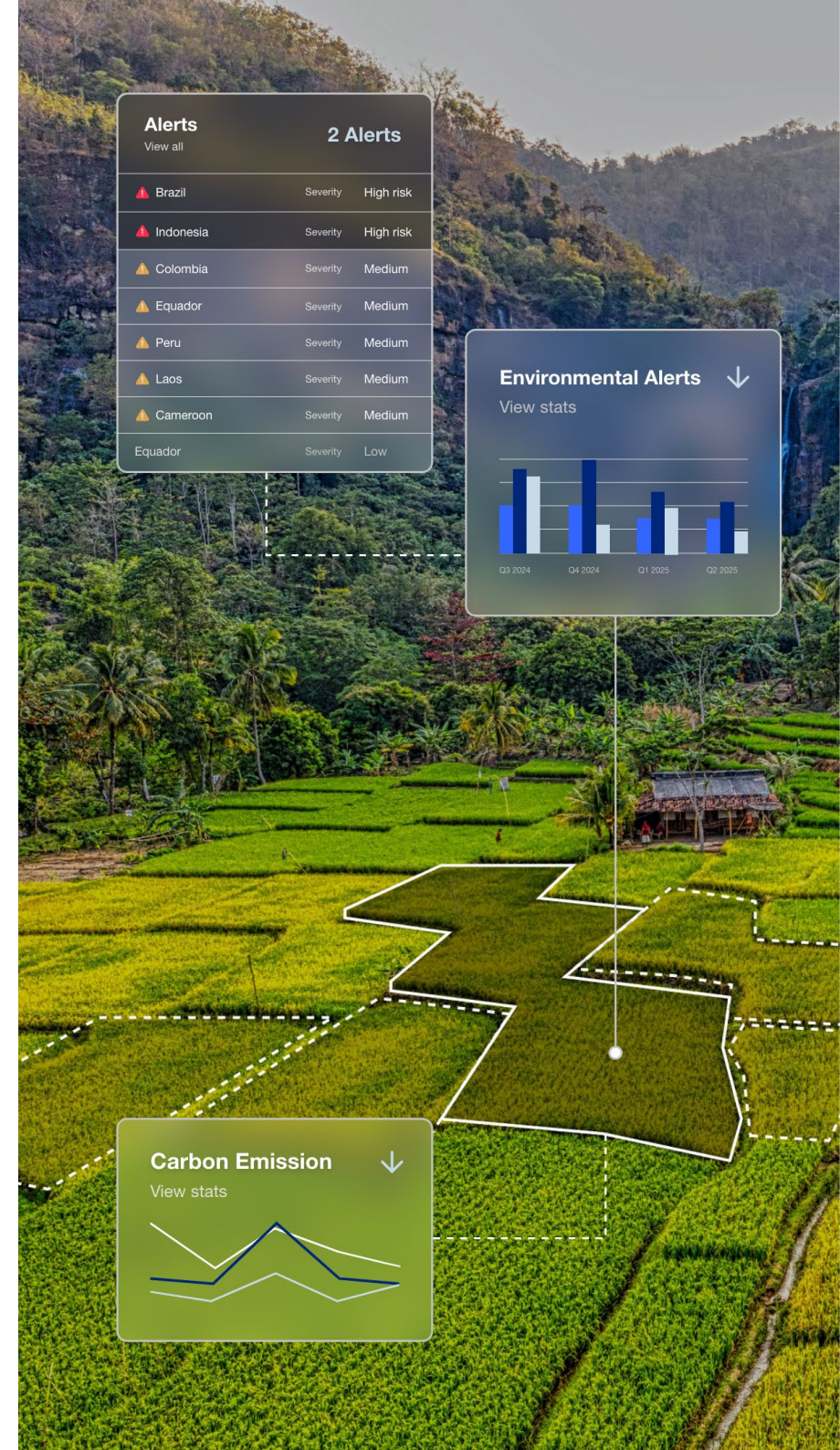
GeoAI is unlocking a new level of environmental visibility - making it possible to detect what matters, measure what matters, and protect what matters, everywhere organizations operate.

At Picterra, we believe that sustainability deserves more than blind hope. It deserves clarity. It deserves control. And it deserves technology that listens to the land, so you can lead with confidence.

The systems you build today will define the outcomes you deliver tomorrow.

Let's build them together.

*See the full picture.
Detect what matters.
Act where it counts.*





Find out more at
picterra.ch