



## **Press release 2016-08-19 (for immediate publication)**

### **Horizon 2020: New ecological method of seed vitalisation can help to solve the global food shortage**

Using GAEU Consulting services, Nelson Garden has been granted 1.2 million Euros in EU subsidies. As one of only three approved Swedish projects in the SME Instrument Programme's latest application round Nelson Garden AB has been selected for testing a new groundbreaking method for large-scale organic vitalisation of seeds.

The cooperation with GAEU Consulting started back in 2013 when GAEU wrote a grant application to the Swedish innovation agency for developing a first prototype. The application was granted 200 000 Euros. The project was successful which led to Nelson deciding to let GAEU also produce an application to the SME Instrument Programme for upscaling.

#### **Håkan Jalling, EU project manager, Nelson Garden:**

"We are very pleased with GAEU. The dialogue with GAEU is always constructive. The staff is always on hand to give straight answers to any questions. GAEU's project leader Tomasz Wąsik provides very clear instructions, which is a good thing. Throughout the process we have had continuous checks and reviews, which we have appreciated. I really would like to recommend GAEU to anyone who is interested in applying for Horizon 2020 funding."

#### **Tomasz Wąsik, CEO Horizon 2020 Centre of Excellence:**

"Nelson Garden has been a dream to work with. First, they have benefitted from the domestic funding opportunities and thus secured national awareness. Subsequently there has been a thorough and professional campaign to win the SME instrument grant. The project has significant commercial value and can help to solve world food needs. The technology is definitely cutting edge. Due to great cooperation between ourselves and Nelson Garden the successful application was developed."

"One has to have a long term perspective when you apply to the SME Instrument Programme. Nelson's first application was not granted but after careful analysis of the outcome, I made a revised application and this time they received the grant which this great technology deserves. If your project is strong enough it is always worth making a new attempt to convince the European Commission's evaluators."

#### **Torsten Nilsson, principal owner Nelson Garden:**

"We know that the technique works, but each type of seed to be treated must be tested to develop an individual prescription. It is a process that takes time and is costly. Ultimately, we hope that the method is of great importance to the availability of food globally. Today there is a major problem with reduced cultivation areas while the world's population is increasing."



**Fact**

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Pictures for publication to be downloaded from Pressroom: [www.gaeu.com](http://www.gaeu.com)

**Nelson Garden Group** is the market leader in seed for hobby gardeners in Northern Europe. Nelson Garden has developed products to facilitate cultivation and work in the garden for many years. Our efforts in Nelson Seed Development is further evidence of the focus the company places on development and innovation in the seed business.

**GAEU Consulting** are experts in Horizon 2020 and other types of public innovation funding. All across Europe, new groundbreaking innovations are emerging every day. At GAEU Consulting we are dedicated to stimulating innovation companies and entrepreneurs to realize their business dreams. Every year we produce a large amount of highly qualified applications for EU grants and public funding. Our expertise are concentrated to Europe's largest private knowledge hub for EU funding, the GAEU Horizon 2020 Centre of Excellence.