



**FOR IMMEDIATE RELEASE**

## **Awards Council selects Desert Control as Katerva Award 2020 Grand Prize Winner**

**Katerva Award winner has an immediate, scalable impact by turning sand into fertile soil.**

**(July 14, 2020)** Katerva's global Awards Council has chosen Desert Control as the 2020 Katerva Award Grand Prize Winner. The council evaluates finalists through four lenses:

- Technical, scientific and practical soundness
- Commercial viability
- The potential to scale globally
- The potential global impact

**Katerva** was founded in 2009 to find, evaluate and accelerate disruptive sustainable innovations from around the world. Referred to by Reuters as "the Nobel Prize for Sustainability", it gives a platform to the best sustainable innovations on the planet, putting a spotlight on solutions and accelerating them toward global impact.

The 2020 Katerva winner has identified a scalable solution to combat topsoil degradation. Every minute, almost 35 soccer fields worth of fertile topsoil is lost in the world. **Desert Control** is attempting to change that by turning abundant sand into fertile soil.

**Desert Control** is a ClimateTech company specialized in turning arid soil and deserts into green and fertile land. Through a patented formulation process using clay and water, Desert Control creates a unique compound called Liquid NanoClay (LNC). Applying LNC to arid soil and desert sand enables and enhances the soil's ability to retain water and nutrients, and can thereby turn deserts into fertile green land.

Liquid NanoClay can enable savings of up to 50% of irrigation water and increase yields with less strain on scarce resources. Restoring and improving soil with LNC enables land areas to withstand the harsh impact of climate change and overexploitation better.

On receiving the news Desert Control CEO Ole Kristian Sivertsen commented, *"Receiving the Katerva award is a great honor. The awareness this shines onto a crucial cause is inspiring. Restoring, protecting, and caring for our planet's soil is vital to the prosperity of all life on earth."*

For more information visit: [www.DesertControl.com](http://www.DesertControl.com)

### The five **Category Winners for the Katerva Award 2020** are:

Food & Water: [Desert Control](#), Norway

Cities & Mobility: [Made of Air](#), Germany

Energy & Environment: [Piñatex](#), UK

Health & Wellbeing: [Nitropep](#), UK

Education & Human Resources: [Livox](#), Brazil

For more information on **The Katerva Award**, please visit [www.Katerva.org](http://www.Katerva.org). To view the 2020 Katerva Award announcement, please [click here](#)

### **About Desert Control**

Desert Control is a ClimateTech company specialized in restoring arid soil and desert sand into fertile land. Our patented product LNC (Liquid NanoClay) is a compound enabling sandy soils to retain water and nutrients; making degraded land green again. LNC increases yield, while decreasing water usage by up to 50%. The process to turn sand into fertile soil can take 10-15 years; with LNC crops can be planted within 7 hours. Liquid NanoClay strengthens resilience to withstand the harsh impact of climate change, while saving scarce resources like water. For more information visit: [www.DesertControl.com](http://www.DesertControl.com)

### **About Katerva**

Katerva's mission is to identify and help accelerate the efforts of disruptive innovators and entrepreneurs intent on improving the state of the world. The primary mechanism we use to affect these aims is our awards program — arguably the most comprehensive of its kind anywhere in the world. Quoting Reuters, "If the Nobel Society had an award for sustainable innovations, it would resemble the Katerva Awards, an international prize for the most promising ideas and efforts to advance the planet towards sustainability."

Katerva also leverages its global network of the movers and shapers of the next economy to find creative and tangible solutions to large-scale sustainability challenges. For more information, visit [www.Katerva.org](http://www.Katerva.org)

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