

DATE: 1st December 2025  
Website: [www.hunstead.com](http://www.hunstead.com)  
Author: Dave French

# HUNSTEAD SUPERDECK

## Europe's Regenerative Future Starts in Hungary

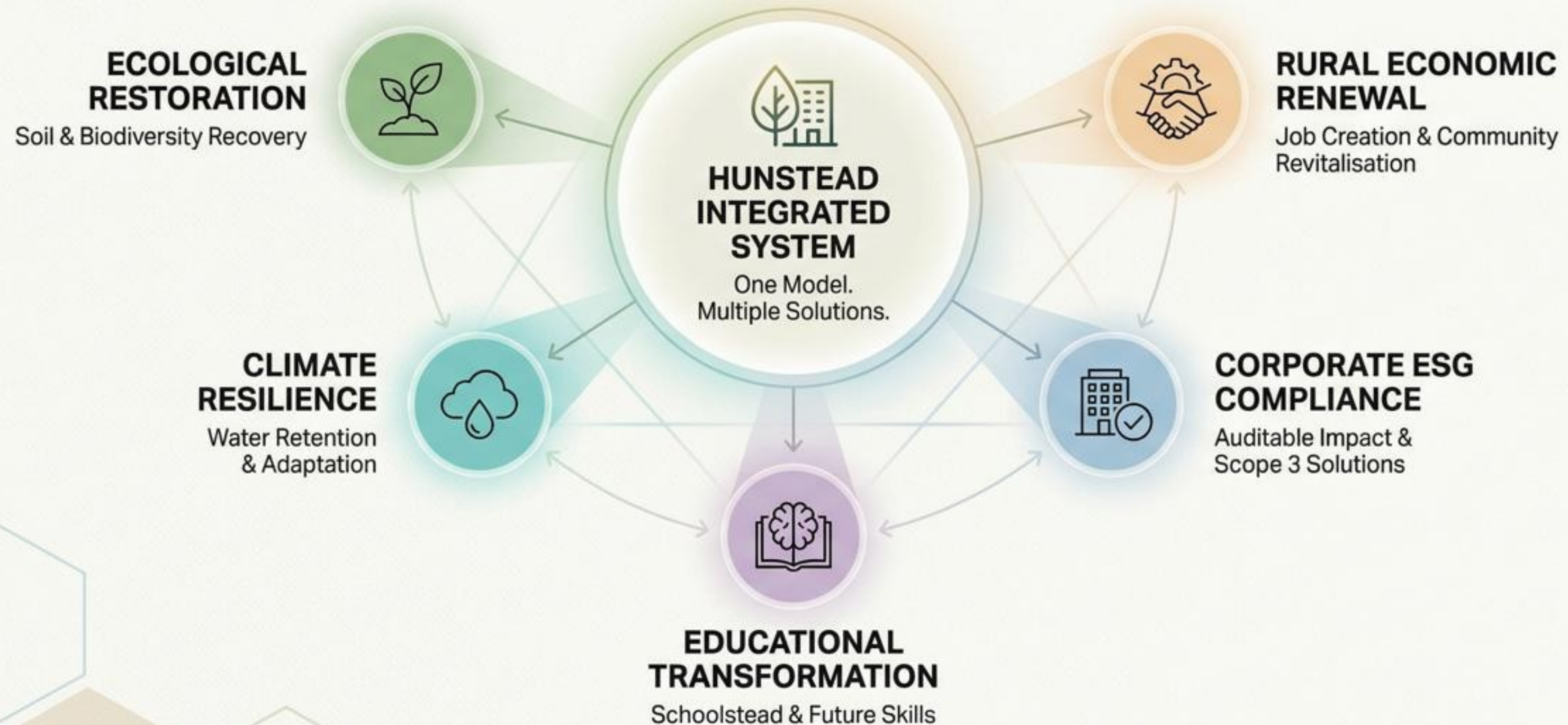
A unified ecosystem for land regeneration, rural revitalisation, education, and corporate ESG transformation.





# Hunstead's Integrated Regenerative Development System

A fully integrated model simultaneously delivering five core pillars of regenerative impact.





# A Convergence of Crises: The Urgent Need for an Integrated Solution

## Rural Depopulation & Abandoned Land



- Decline in rural population
- Abandoned properties & infrastructure
- Economic stagnation
- Loss of cultural heritage

## Accelerating Biodiversity Loss



- Decline in species & pollinators
- Monoculture farming practices
- Soil degradation
- Ecosystem collapse risks

## Corporate ESG Pressure & Regulatory Fatigue



- Complex reporting requirements
- Greenwashing scrutiny
- Regulatory compliance burden
- Lack of auditable impact

## Children Disconnected from Nature



- Reduced outdoor time
- Lack of ecological literacy
- Mental health challenges
- Future generational disconnect



**HUNSTEAD'S INTEGRATED MODEL:** A single, scalable ecosystem addressing all four challenges through land regeneration, education, and corporate ESG transformation. The solution starts in Hungary.



# HUNSTEAD SUPERDECK

## SECTION 2 — THE HUNSTEAD MODEL

# What Hunstead Is (and Is Not)

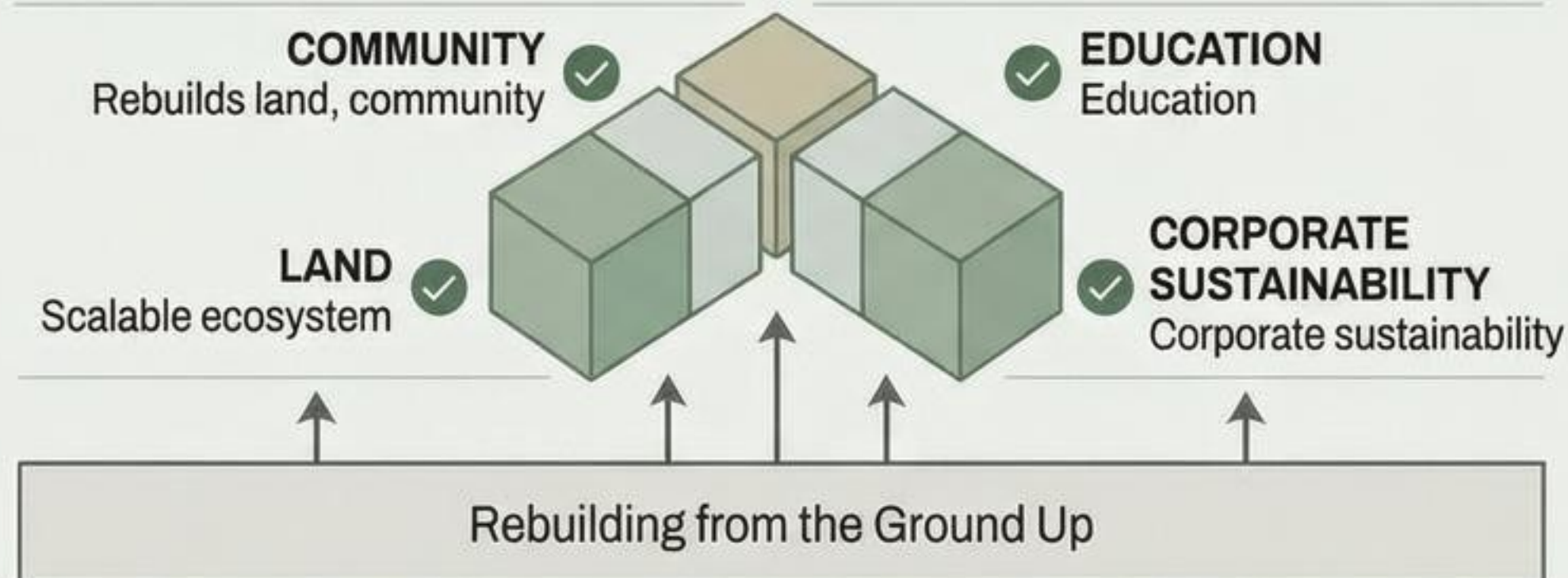
### ✗ What Hunstead Is Not

- ✗ Hunstead is not a farm.
- ✗ Not a real-estate project.
- ✗ Not CSR.

### Why Not?

### ✓ What Hunstead Is

## A Regenerative Civilisation Model—



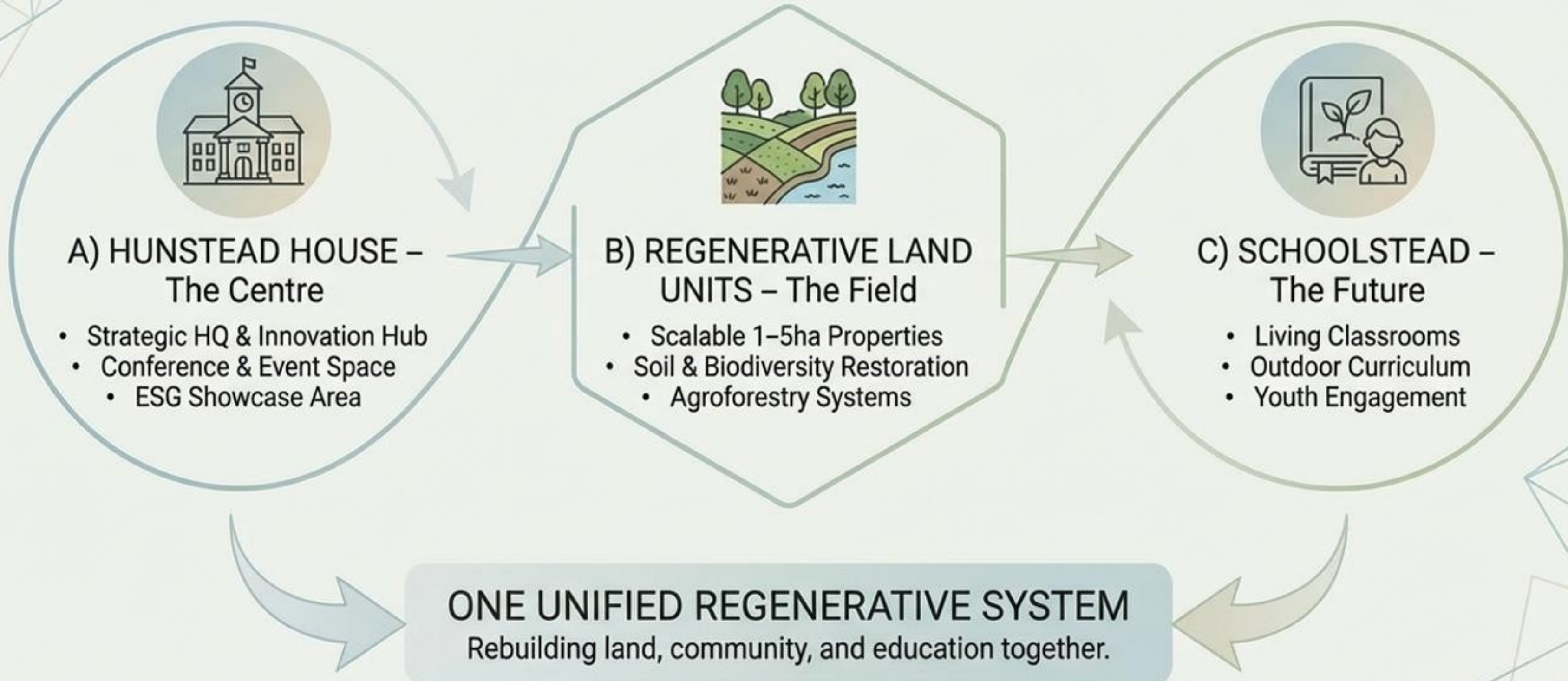
A scalable ecosystem that rebuilds land, community, education, and corporate sustainability from the ground up.



# THE HUNSTEAD MODEL: A UNIFIED ECOSYSTEM

DATE: 1st December 2025  
Website: [www.hunstead.com](http://www.hunstead.com)  
Author: Dave French

Three integrated components forming one resilient regenerative system.





# Hunstead House: The Regenerative Innovation Centre

A manor-style headquarters near Lake Balaton for government, corporates, and educators



## Accommodation & Retreat

26 guest beds across two properties, offering premium lodging for long stays and retreats.



## Conference & Training Facilities

Modern conference room for 20 people, equipped with advanced AV technology for workshops and seminars.



## Social & Networking Areas

Wine-cellar style social area, outdoor courtyard, and event spaces for collaborative engagement.



## 7,500 m<sup>2</sup> ESG Showcase Area

Demonstration projects for regenerative agriculture, soil carbon measurement, and biodiversity, open for auditing and education.

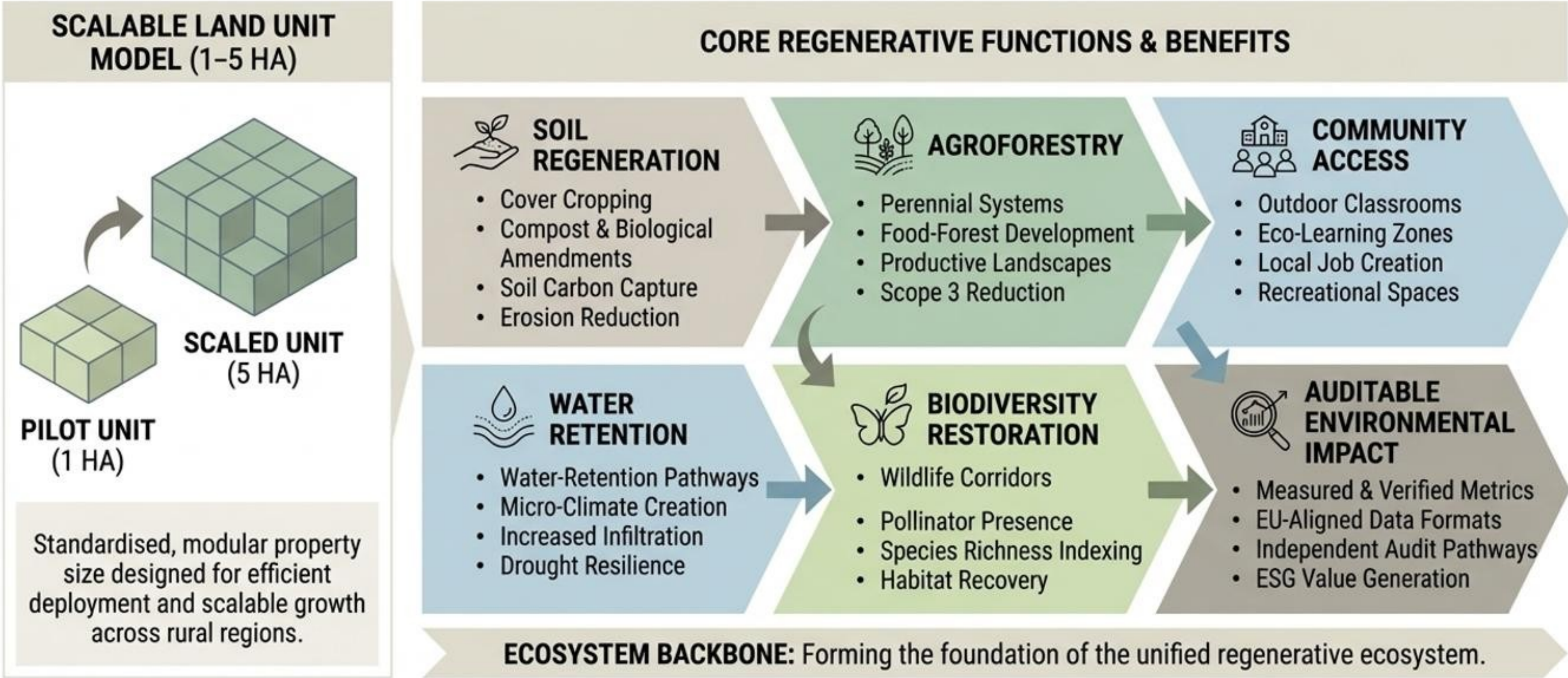


Hunstead



# HUNSTEAD UNIT: THE REGENERATIVE ECOSYSTEM BACKBONE

Scalable 1–5 Hectare Properties – Integrated System for Environmental Impact & Community Access





# ON-SITE REGENERATIVE PRACTICES

A unified ecosystem for land regeneration, ecological resilience, and educational transformation.

Cover Cropping



Planting to protect and enrich soil between main crops.

Composting



Recycling organic waste into nutrient-rich soil amendment.

Water-Retention Pathways



Design for capturing and slowing water flow to hydrate land.

Wildlife Corridors

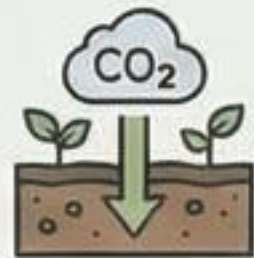


Connecting habitats for safe species movement.



Food-Forest Development

Integrated systems for sustainable food production.



Soil Carbon Capture

Sequestering carbon through healthy soil biology.



Biodiversity Indexing

Monitoring and recording species richness.



Outdoor Classrooms for Eco-Learning

Experiential learning in natural environments.





# SCHOOLSTEAD: THE EDUCATIONAL RENAISSANCE

DATE: 1st December 2025  
Website: [www.hunstead.com](http://www.hunstead.com)  
Author: Dave French

Hunstead's programme for the future: empowering children through nature-based learning.

## LIVING OUTDOOR CLASSROOMS

Direct engagement with ecosystems for hands-on learning.



## OUTDOOR CURRICULUM

Integrated learning in natural environments.



## SOIL, WATER & BIODIVERSITY EXPERIMENTS

Practical, scientific exploration of regenerative processes.



## EU-ALIGNED SUSTAINABILITY MODULES

Future-proof education consistent with European standards.



## TEACHER TRAINING

Equipping educators with regenerative knowledge and skills.



## ANNUAL FIELD PROGRAMMES

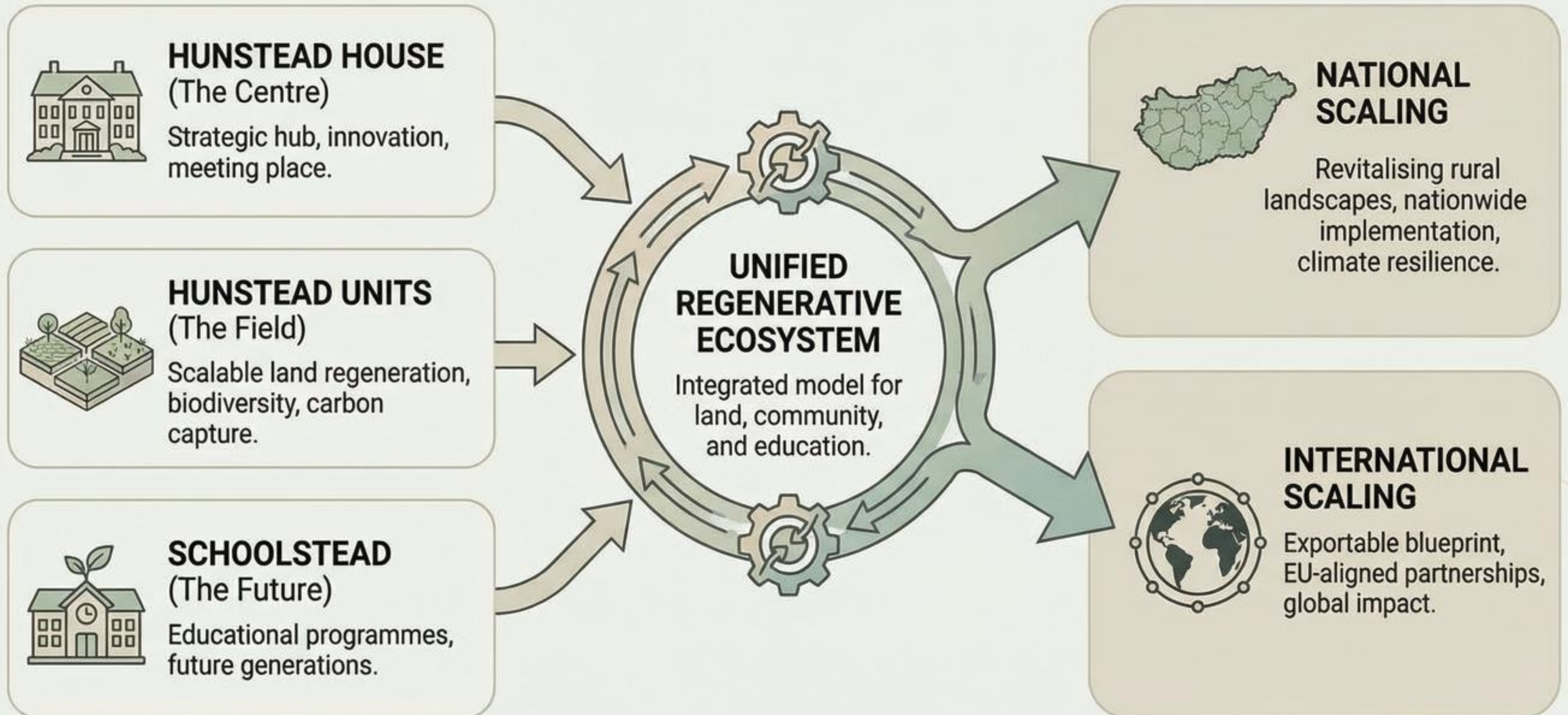
Immersive, seasonal learning experiences for schools.





# HUNSTEAD: A SCALABLE REGENERATIVE ECOSYSTEM

DATE: 1st December 2025  
Website: [www.hunstead.com](http://www.hunstead.com)  
Author: Dave French





# WHY HUNGARY? A STRATEGIC CONVERGENCE FOR REGENERATION

DATE: 1st December 2025  
Website: [www.hunstead.com](http://www.hunstead.com)  
Author: Dave French

## Six Key Advantages for Scalable Regenerative Development



### Scalable Land & Affordability

Low-cost, abundant land parcels enable large-scale regenerative projects. High market availability.



### Abundant Dascha Properties

Thousands of traditional agricultural properties ideal for conversion to Hunstead Units and rural renewal.



### Favourable Soil & Climate

Exceptional soil fertility and climate conditions supporting diverse regenerative agriculture and water retention systems.



### Strong Rural Culture

Deep-rooted agricultural heritage and community identity provide a solid foundation for social revitalization.



### Central Logistics Hub

Strategic geographic location in Central Europe ensures easy access for partnerships, training, and market connectivity.



### Strategic Political Moment

Aligned with national and EU policy shifts, creating a unique window for government support and regenerative leadership.





# LAKE BALATON: EUROPE'S EMERGING GREEN HUB

Hunstead Positions Balaton as Central Europe's Regenerative Capital

## INTERNATIONAL RECOGNITION & PRESTIGE



- **High-Prestige Region:** Global brand value & reputation.
- Attracts foreign investment & government delegations.



Brand Value Growth

## STRATEGIC ACCESSIBILITY & LOGISTICS



- **Easy Access:** Central European location with excellent connectivity.
- Facilitates seamless cross-border engagement.

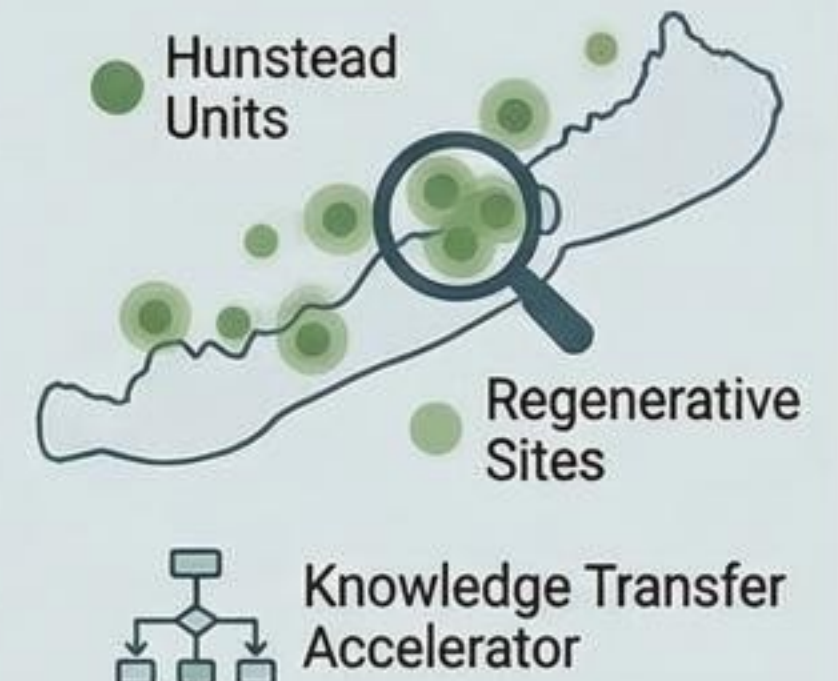
## YEAR-ROUND REGENERATIVE HUB

- **Continuous Engagement:** 365-day potential for events, retreats, and learning. Ensures consistent activity and impact.



## CONCENTRATION OF SHOWCASE AREAS

- **Geographic Density:** High density of visible, operational regenerative projects. Creates a critical mass for demonstration and learning.





# HUNSTEAD'S IMPACT: SUPPORTING NATIONAL PRIORITIES

DATE: 1st December 2025  
Website: [www.hunstead.com](http://www.hunstead.com)  
Author: Dave French

## INTERNATIONAL COMPETITIVENESS

Exports regenerative know-how, aligns with EU policy, and attracts foreign investment.



## RURAL REVITALISATION

Revives abandoned land, creates rural jobs, rebuilds economic ecosystems.

## SUSTAINABLE TOURISM

Year-round eco-tourism, retreats, and showcase area access.



## AGRICULTURAL MODERNISATION

Promotes regenerative practices, soil health, and technology integration.

## POPULATION RETENTION

Strengthens rural communities, improves quality of life, and attracts residents.



## WATER RETENTION

Enhances water infiltration, creates micro-climates, and builds climate resilience.

## EDUCATIONAL REFORM

Integrated outdoor learning, sustainability modules, and teacher training.



## BIODIVERSITY RECOVERY

Restores ecosystems, creates wildlife corridors, and monitors species richness.

HUNSTEAD  
ECOSYSTEM



# Alignment with EU Policy & Regulation

Demonstrating full compatibility for long-term regulatory alignment.



**CSRD:** Corporate Sustainability Reporting Directive – Transparent ESG reporting.



**CSDDD:** Corporate Sustainability Due Diligence Directive – Value chain due diligence.



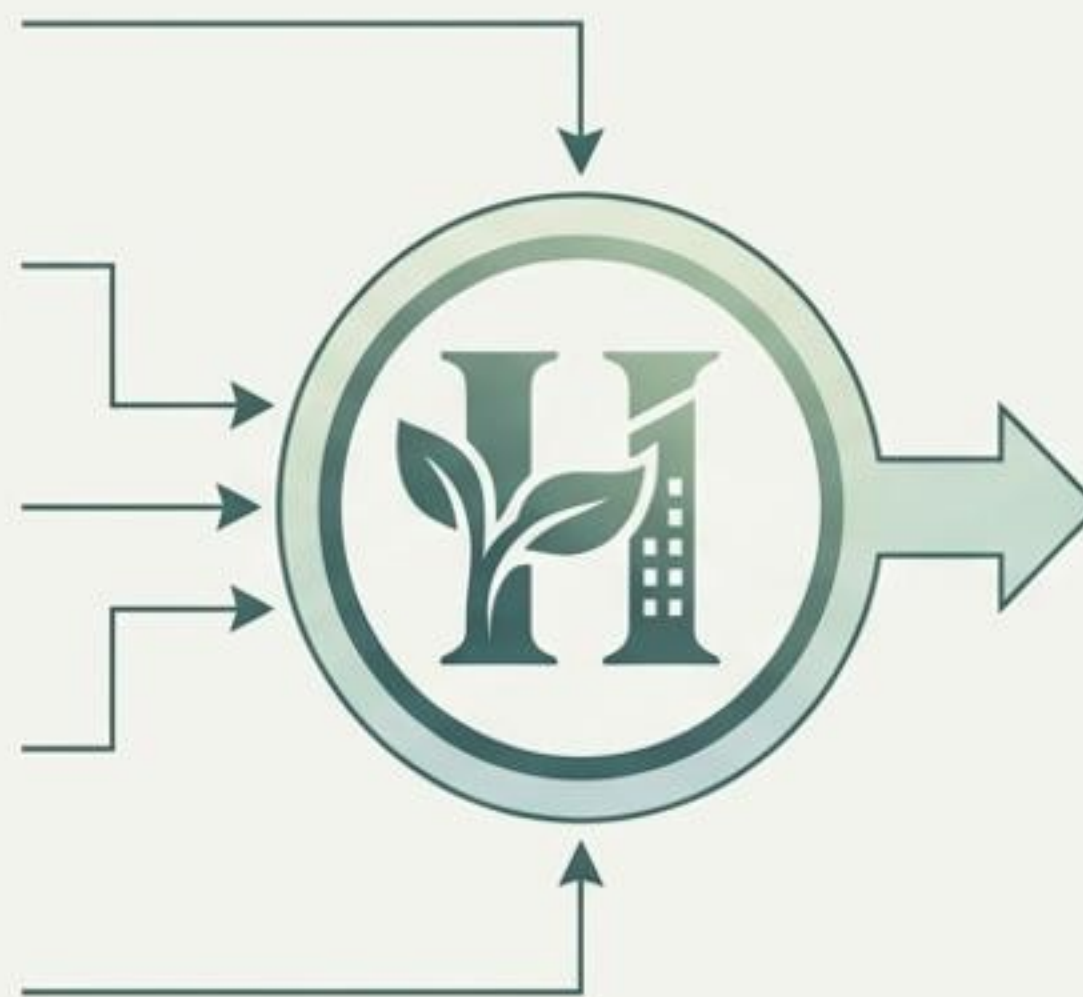
**EU Taxonomy:** Green classification system – Defining sustainable activities.



**Nature Restoration Law:** Binding ecosystem targets – Restoring Europe's nature.



**EU Biodiversity Strategy 2030:** Long-term biodiversity goals – Protecting natural capital.



## Ensuring Long-Term Regulatory Alignment for Partners

- Future-proof compliance
- Reduced regulatory risk
- Credible ESG claims
- Access to green finance
- Strategic advantage



HUNSTEAD

# WHY HUNGARY IS THE IDEAL HOST



**CHEAP & ABUNDANT LAND:**  
Extensive, accessible land for scalable projects.



**LOW ENTRY BARRIERS:**  
Favourable conditions for rapid implementation.



**HIGH AGRICULTURAL HERITAGE:**  
Deep-rooted knowledge & culture.



**RURAL PRESSURE POINTS:**  
Demand for revitalisation & solutions.

DATE: 1st December 2025

Website: [www.hunstead.com](http://www.hunstead.com)

Author: Dave French



Challenges



Pilot



National  
Opportunities

## POTENTIAL TO BECOME A PILOT COUNTRY FOR EU REGENERATION

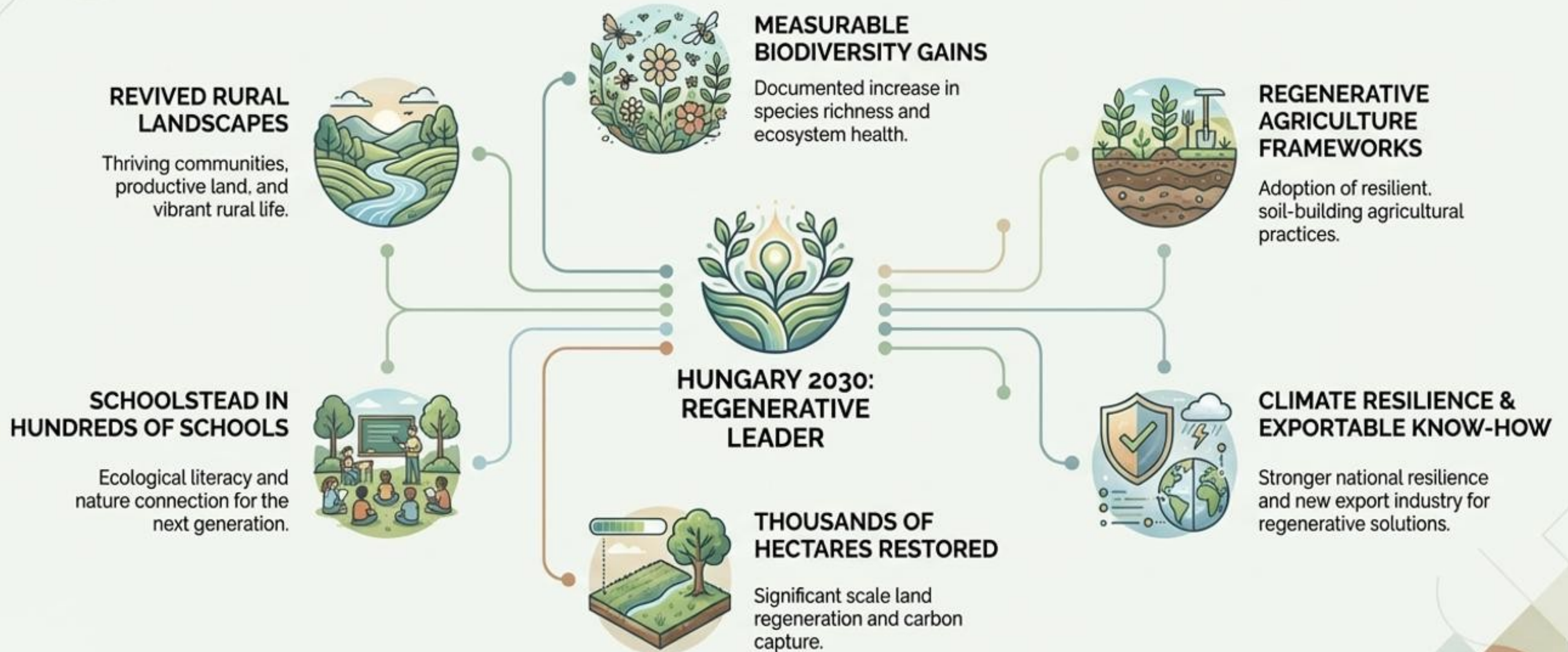
Hunstead turns Hungary's current challenges into national opportunities.





# HUNGARY 2030 VISION

The Regenerative Transformation with Hunstead





# WHAT HUNSTEAD CAN DO FOR HUNGARY: Reversing Rural Decline

Hunstead acts as a catalyst for rural revitalization through a five-point integrated approach.



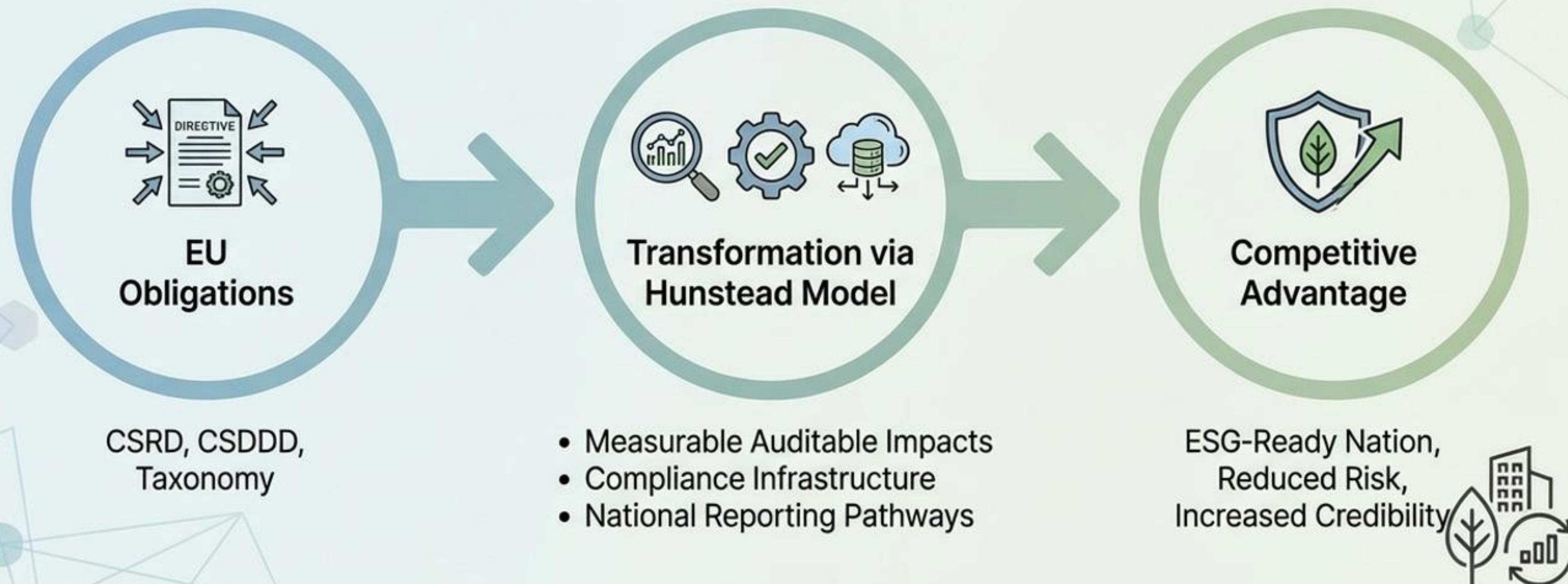
Hunstead transforms Hungary's countryside into a thriving, resilient national asset.



# Turning EU Obligations into Competitive Advantage

DATE: 1st December 2025  
Website: [www.hunstead.com](http://www.hunstead.com)  
Author: Dave French

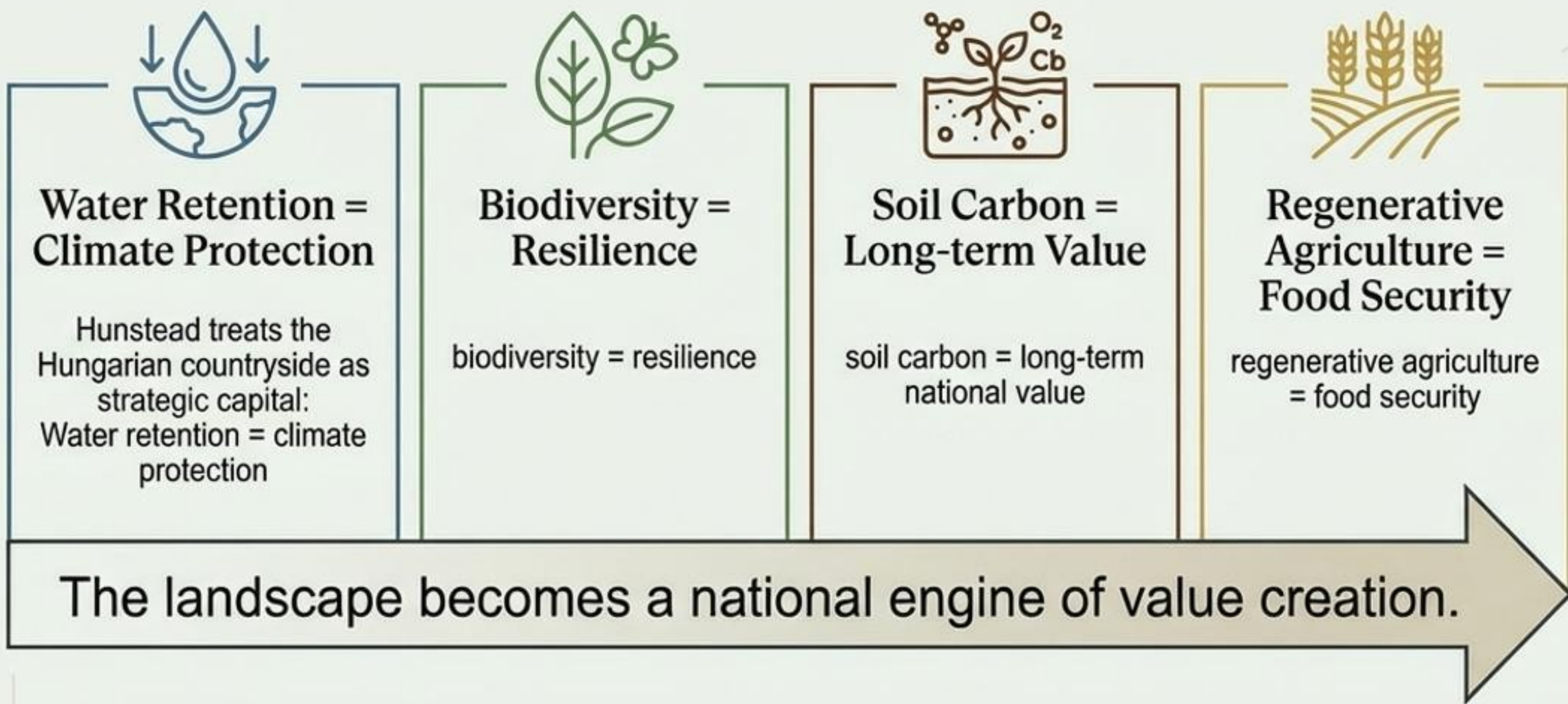
Hunstead's path to positioning Hungary as an ESG-ready leader.





## SECTION 4 — WHAT HUNSTEAD CAN DO FOR HUNGARY

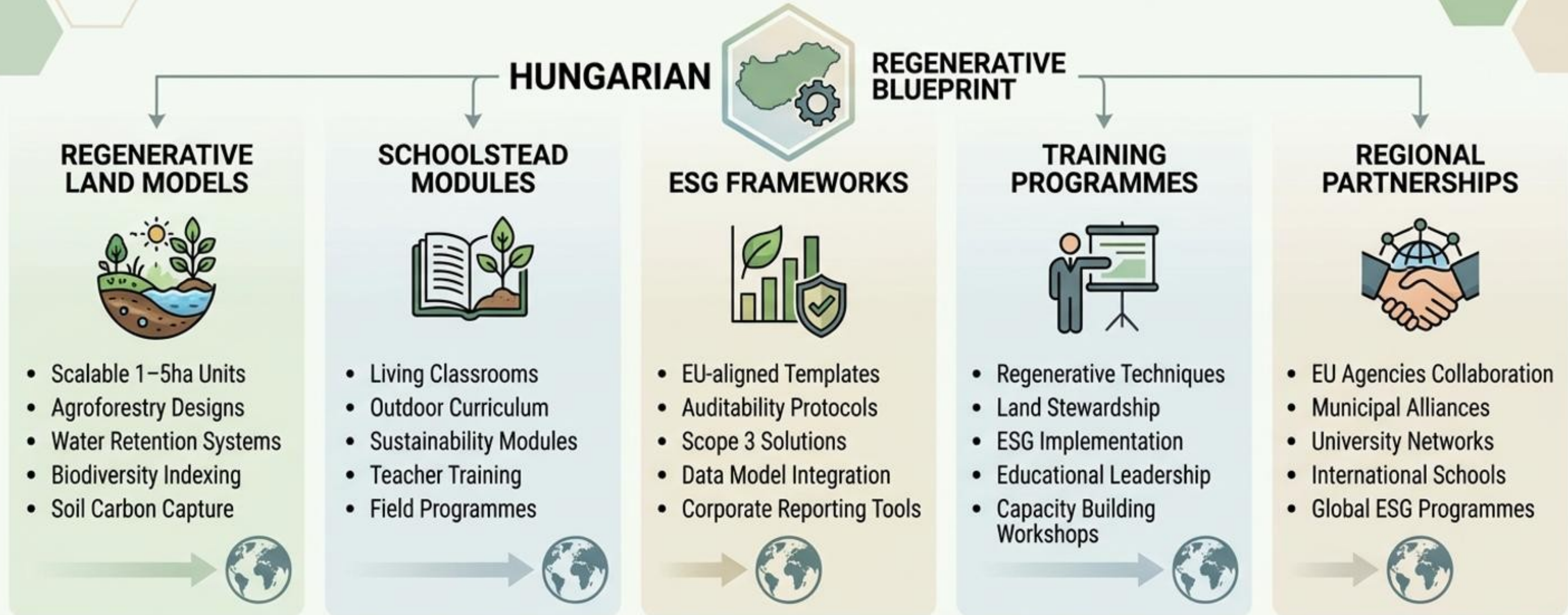
### Slide 19 — A New National Asset: The Landscape





# HUNSTEAD SUPERDECK

## EXPORTABLE HUNGARIAN KNOW-HOW: A NEW SOFT-POWER STRATEGY



### HUNGARY'S REGENERATIVE SOFT POWER

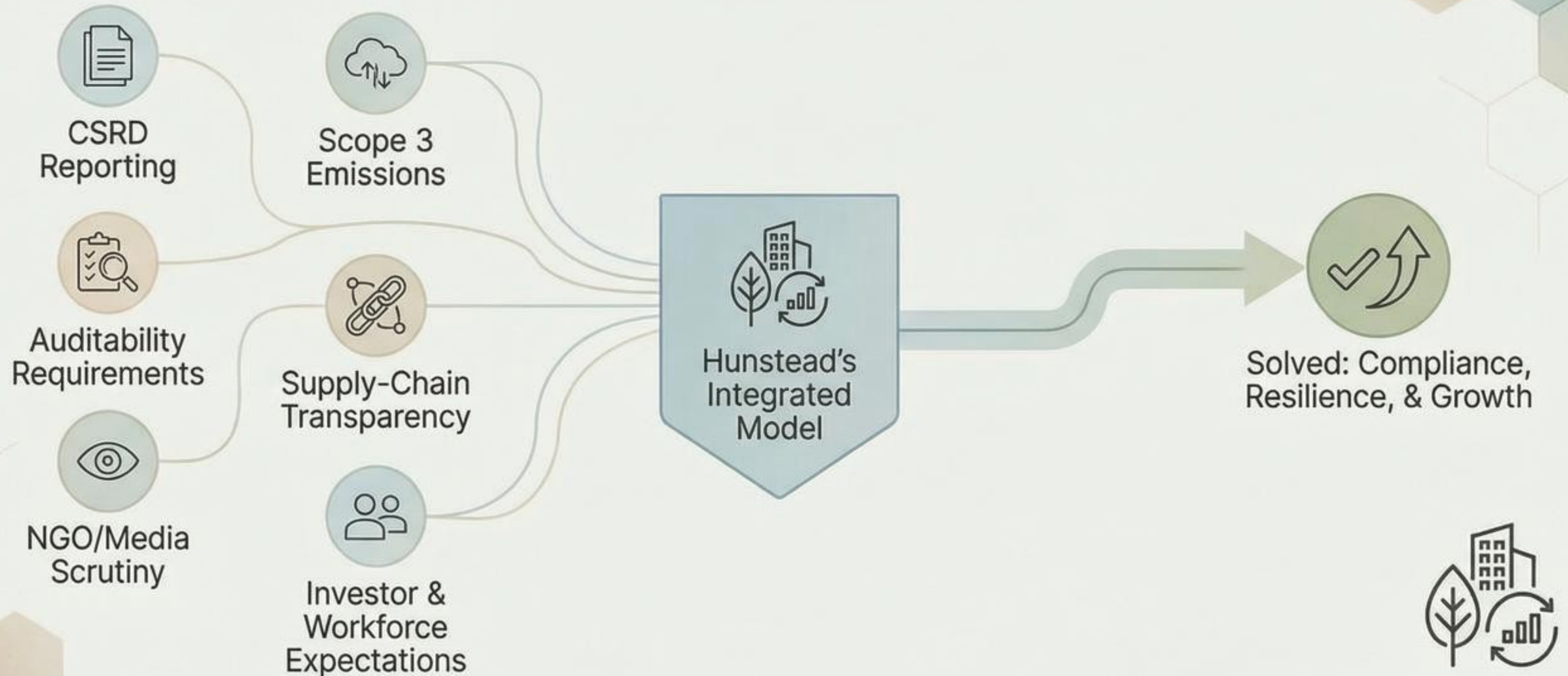
Positioning Hungary as the global leader in sustainable development, exporting knowledge, innovation, and resilient systems to define Europe's regenerative future.





# Unprecedented Corporate Challenges

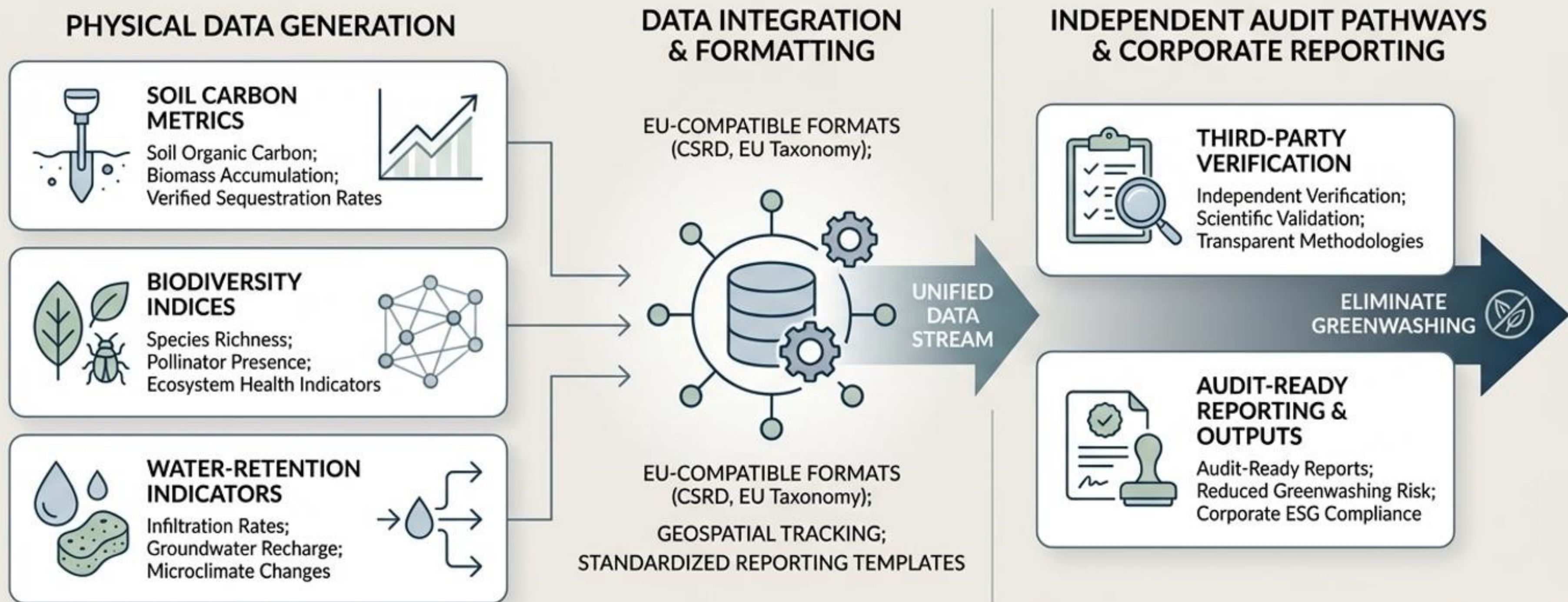
Navigating the new pressure landscape with Hunstead's integrated model.





# MEASURABLE ESG VALUE: GENERATION OF PHYSICAL, AUDITABLE ENVIRONMENTAL DATA

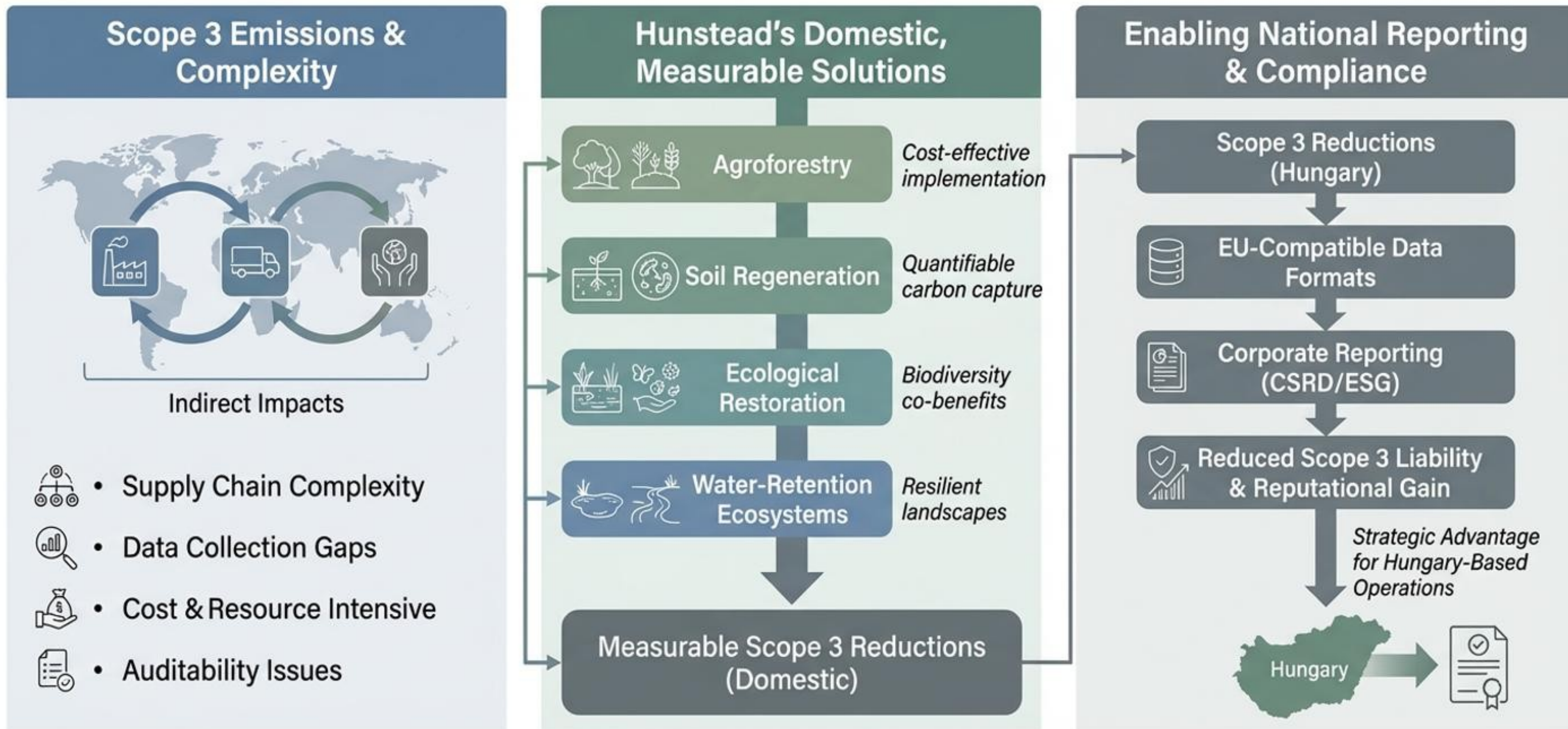
An integrated system delivering transparent, EU-compatible environmental metrics for corporate reporting, eliminating greenwashing risks.





# Scope 3: The Hardest Challenge

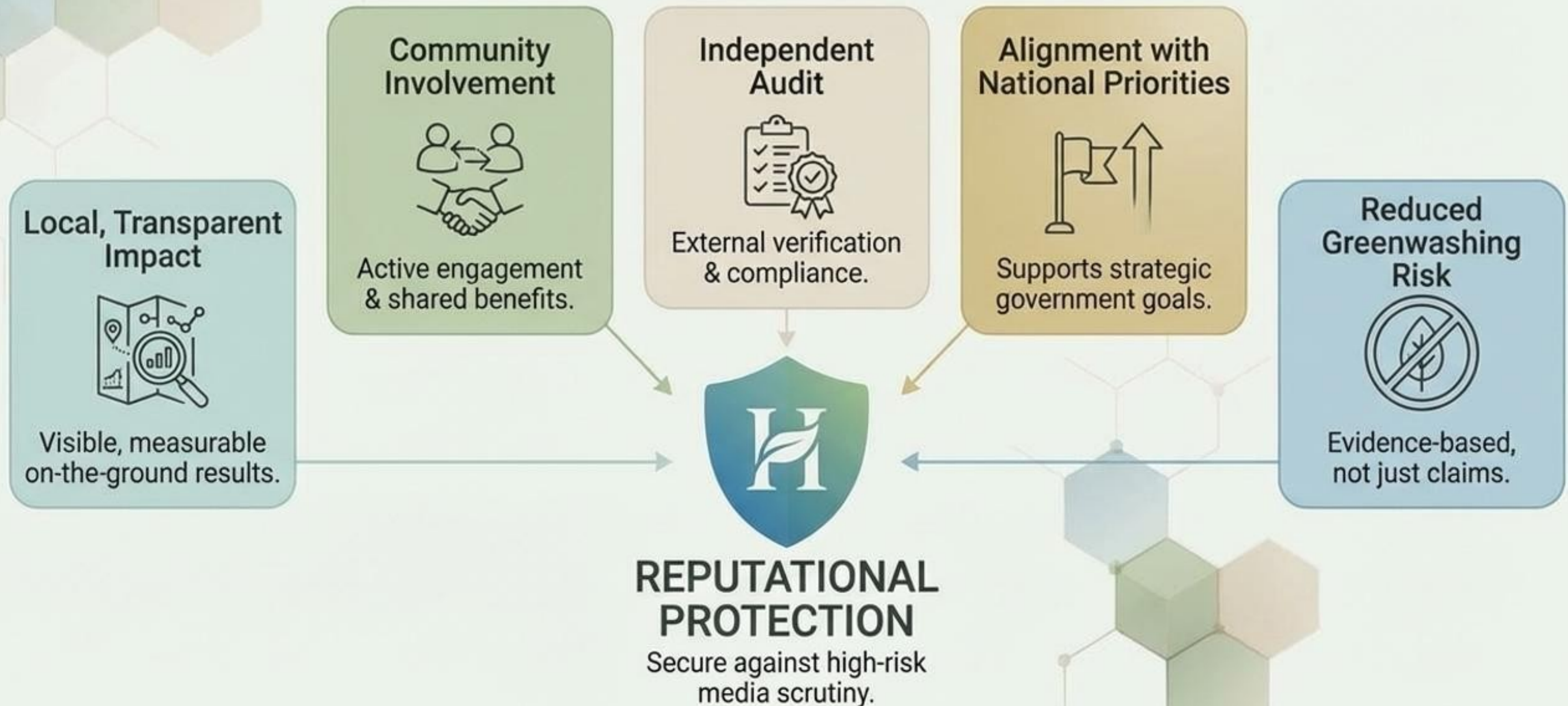
Hunstead provides domestic, measurable, cost-effective Scope 3 solutions.





# Reputational Safety

DATE: 1st December 2025  
Website: [www.hunstead.com](http://www.hunstead.com)  
Author: Dave French





# Employer Branding: Strengthening Engagement & Retention

A unified platform for meaningful corporate sustainability experiences, enhancing workforce connection and commitment.



**Module 1**  
**Team Volunteering Days**  
Hands-on participation in land regeneration and ecological restoration activities.



**Module 2**  
**Leadership ESG Retreats**  
Immersive workshops on sustainability strategy and responsible leadership at Hunstead House.



**Module 3**  
**Schoolstead Partnerships**  
Sponsor and engage with educational programmes for youth ecological literacy.



**Module 4**  
**CSR Programmes**  
Structured, impactful corporate social responsibility initiatives aligned with ESG goals.



**Module 5**  
**Nature-Based Team Building**  
Outdoor experiences fostering collaboration and well-being in a regenerative environment.



**Module 6**  
**Corporate Outcomes**  
Strengthens employee engagement, retention, and company culture through purpose-driven action.





## HUNSTEAD SUPERDECK (ENGLISH) – SECTION 6 – **CORPORATE ENTRY PATHWAYS**

Three clear pathways for companies to engage and invest in the regenerative ecosystem.

### A) Land Sponsorship: 1–5 ha Regenerative Units

- | Directly sponsor the development of individual regenerative land units.
- | Fund soil regeneration, water retention infrastructure, and agroforestry systems.
- | Receive measurable, auditable environmental impact data (carbon, biodiversity, water) for ESG reporting.



### B) Schoolstead Sponsorship: Supporting Education

- | Fund educational programmes, living outdoor classrooms, and teacher training.
- | Enable annual field programmes for schools and youth engagement in regeneration.
- | Contribute to national ecological literacy and foster future sustainability leaders.



### C) Hunstead House Corporate Events: Workshops & Retreats

- | Utilize the Balatonboglár HQ for corporate leadership ESG retreats, team workshops, and training.
- | Benefit from on-site regenerative demonstration areas and professional event facilities.
- | Engage in meaningful sustainability experiences and strengthen employer branding.





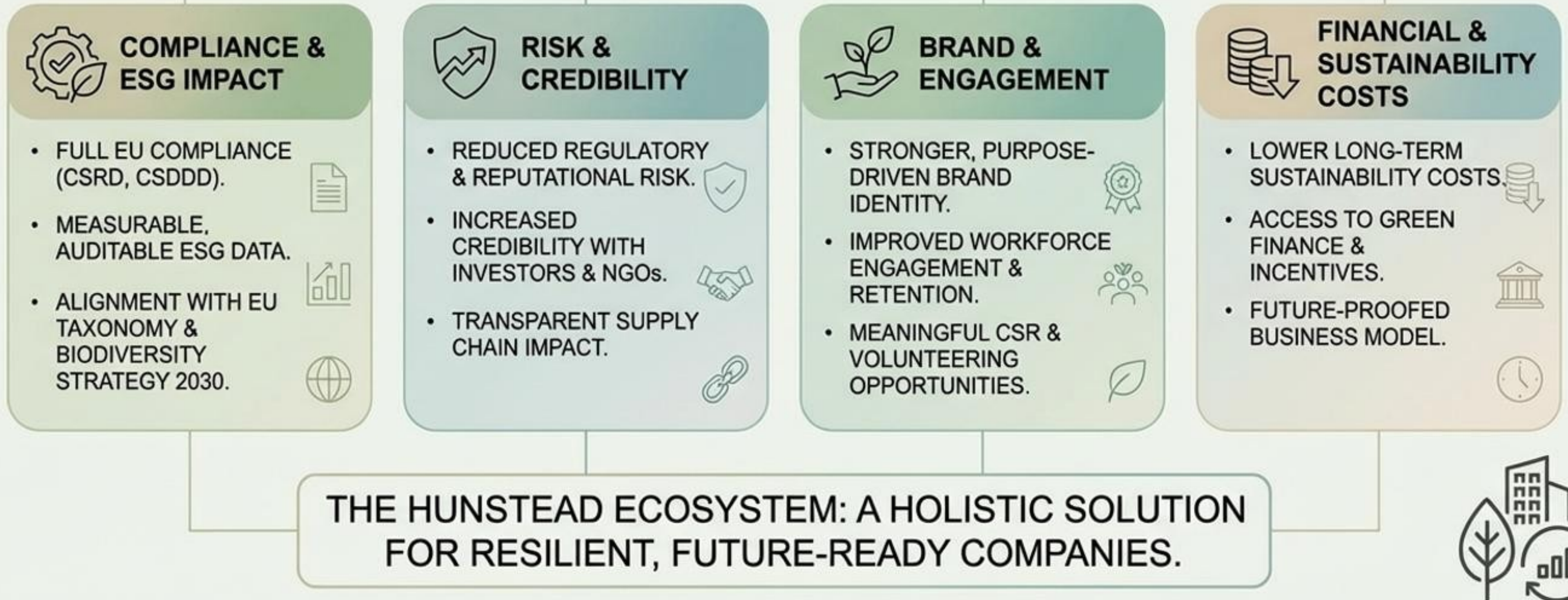
# HUNSTEAD SUPERDECK (ENGLISH)

## SECTION 5 — WHAT HUNSTEAD CAN DO FOR COMPANIES

### Slide 27 — The Corporate Outcome

DATE: 1st December 2025  
Website: [www.hunstead.com](http://www.hunstead.com)  
Author: Dave French


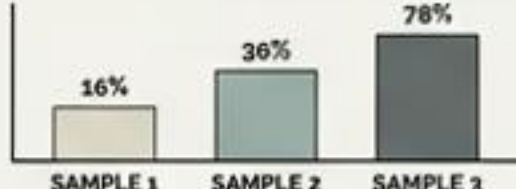

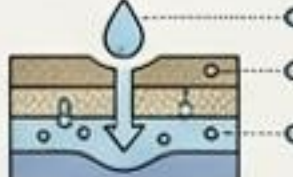









#### DELIVERING CORPORATE VALUE THROUGH REGENERATIVE TRANSFORMATION





# HUNSTEAD ENVIRONMENTAL METRICS FRAMEWORK

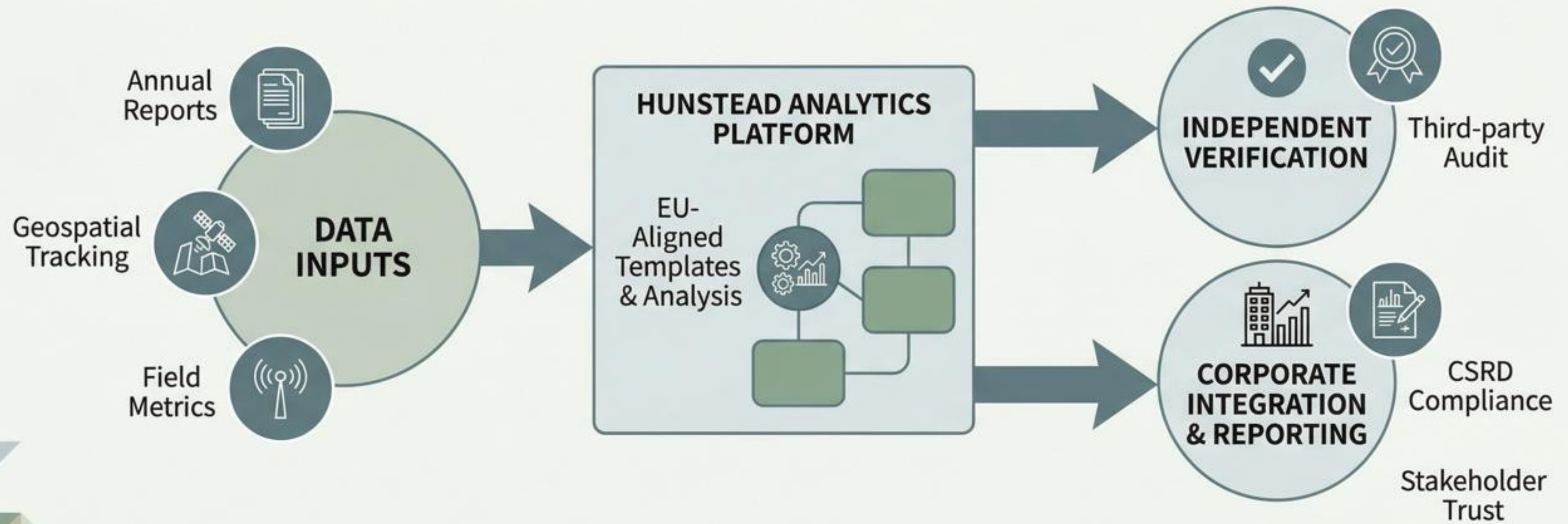
## MEASURED INDICATORS & AUDIT-READY FORMATS

MEASURED INDICATORS		AUDIT-READY FORMATS & ANALYSIS													
	SOIL ORGANIC CARBON		Carbon Sequestration Reports & Baseline Data												
	WATER INFILTRATION		Hydrological Data, Permeability Tests & Flow Rates												
	POLLINATOR PRESENCE		Biodiversity Surveys, Abundance & Diversity Indices												
	SPECIES RICHNESS		Ecological Indices, Inventory Lists & Habitat Mapping												
	MICROCLIMATE CHANGES		Sensor Network Data, Temperature & Humidity Trends												
	EROSION REDUCTION		Geospatial Analysis, Sediment Yield & Soil Stability Models												
	FOOD-FOREST PRODUCTIVITY	<table><tr><th>CROP</th><th>YIELD (KG/HA)</th><th>NUTRITIONAL VALUE</th></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table>	CROP	YIELD (KG/HA)	NUTRITIONAL VALUE										Yield Records, Nutritional Analysis & Economic Valuation
CROP	YIELD (KG/HA)	NUTRITIONAL VALUE													



# HUNSTEAD'S TRANSPARENT DATA MODEL: ENSURING ACCOUNTABILITY

From field measurements to verifiable corporate reporting, our model builds trust.





# Climate Adaptation Infrastructure

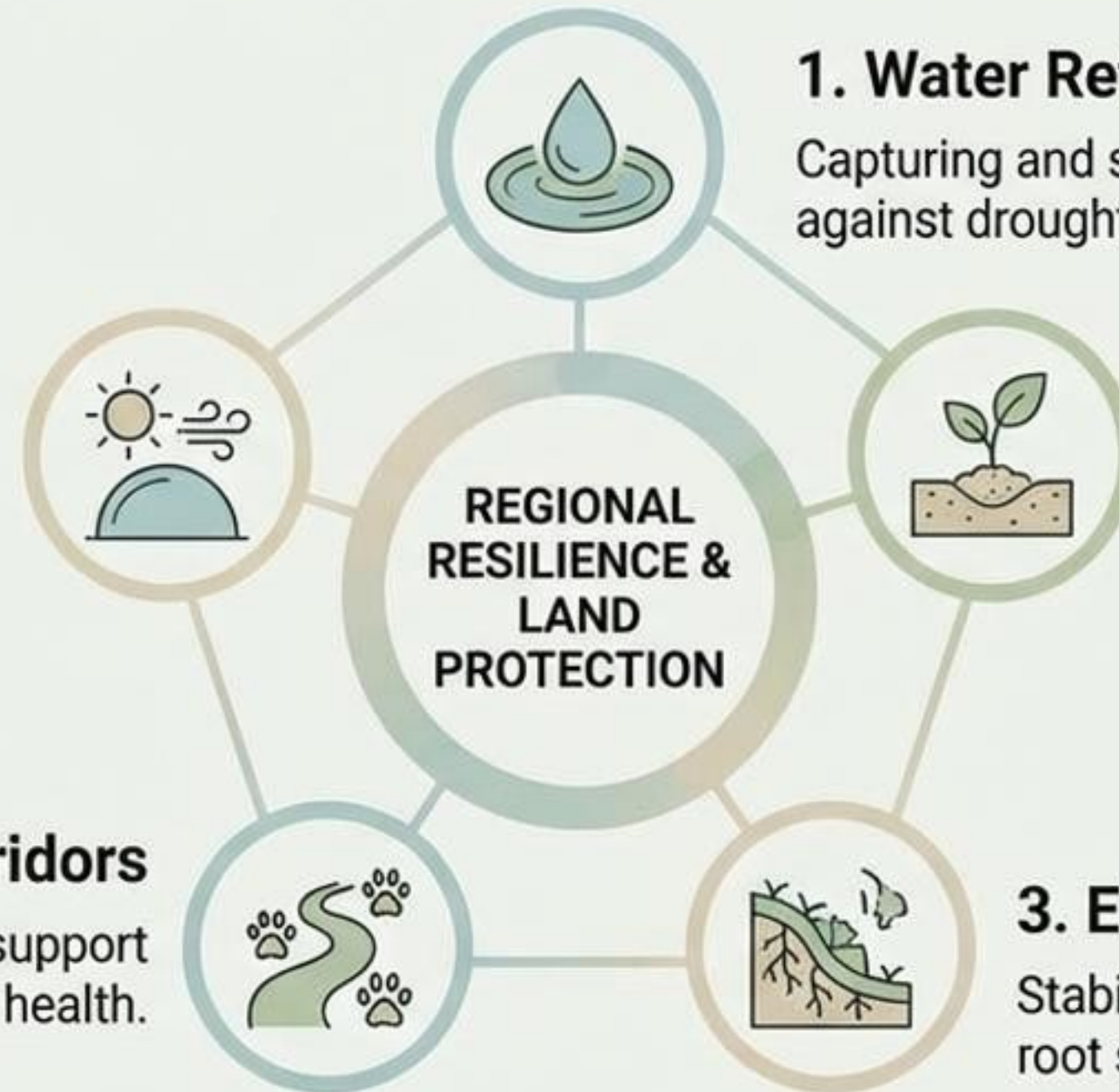
Hunstead builds regional resilience through five integrated systems to protect both land and communities.

## 5. Microclimate Engineering

Creating localized environments that moderate temperature extremes.

## 4. Ecological Corridors

Connecting habitats to support biodiversity and ecosystem health.



## 1. Water Retention Zones

Capturing and storing rainfall to buffer against drought and floods.

## 2. Regenerative Agriculture

Building soil health and organic matter for natural water storage.

## 3. Erosion Control

Stabilizing soil with perennial root systems and terracing.

