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December 2021

Edited by ART-ER Attractiveness Research Territory, the Emilia-Romagna Joint Stock Consortium born with the purpose of fostering the region’s sustainable growth by developing innovation and knowledge, attractiveness and internationalization of the territory.
MATCHER is an International Open Innovation Program based in the Emilia-Romagna Region (Italy) that aims at supporting local companies to address specific business challenges by creating strategic matches with other actors of the international innovation ecosystem, in particular start-ups and scale-ups.

For the 2021 edition, the Program involves three types of actors:
- 10 selected companies from the Emilia Romagna Region
- +100 national and international start-ups and scale-ups
- Stakeholders from the Italian and international innovation ecosystem.

This second edition of MATCHER and its challenges are fully dedicated to the European Green Deal.
MATCHER – Green Deal edition is financed by Enterprise Europe Network (EEN), the largest support network launched by the European Commission for companies and research institutes with innovative and international ambitions. It is active in more than 60 countries worldwide and it brings together 3,000 experts from more than 600 member organizations. The Network offers free services on international partnerships, advice for international growth, including Finance and EU funding and application support (e.g. Horizon Europe), and support for business innovation (innovation management, sustainability, Intellectual property rights, technology transfer support and Open Innovation).

MATCHER – Green Deal edition is promoted by the Emilia-Romagna Region with the coordination of ART-ER and the support of Deloitte Officine Innovazione.

ART-ER – Attractiveness Research Territory – is the Emilia-Romagna Joint Stock Consortium, born with the purpose of fostering the Region’s sustainable growth by developing innovation and knowledge, attractiveness and internationalization of the Region.

A special thank goes to the MATCHER partners that contributed to the realization of this International Open Innovation Program: the Regional Clust-ER system, CNA Emilia-Romagna, Confcooperative Emilia-Romagna, Confindustria Emilia, Legacoop Emilia-Romagna, Promos Italia Unioncamere Emilia-Romagna, and the Vanguard Initiative.
The Program is composed of three key points:

**MATCH.POINT** is the International matchmaking Program dedicated to the 10 selected companies from Emilia-Romagna and to the start-ups and scale-ups and has the goal of addressing the companies’ challenges. Companies, start-ups and scale-ups had about 3 months to match, connect and find opportunities to co-create solutions about shared business needs.

**BIG.MATCH** is a one-day brokerage event open to the innovation ecosystem and focused on the European Green Deal topics. Its goal is creating connections and strategic business matchings.

**FINAL.MATCH** is the final event of the Program, where the main results are presented. The event includes thematic innovation talks by national and international guests.
Companies from the Emilia-Romagna Region have been interviewed, in order to identify and prioritize their sustainability objectives and needs on innovation, strategy, and future-proof solutions.

Applicant start-ups were admitted to the Program if they satisfied three criteria: high-level fit with the challenges of the Emilia-Romagna companies, adequate maturity of the solution/technology (minimum TRL: 4) and geographical location (based in countries that are included in the EEN network).

Corporates and start-ups scheduled matchmaking meetings to build and create win-win relationships aiming to improve their business in accordance with the European Green Deal ambitions.

International Roadshow to scout start-ups from all over the world active in the fields of the Green Deal topics.

Admitted start-ups and scale-ups had the chance to be prepared by professionals and consultants for the matches with the corporates through virtual meetings and online support tools.

Meetings among innovative corporations, start-ups, universities, research laboratories and other actors from all over the world. An Open Innovation Event with keynotes from international guests and inspiring talks.
The goal is to match corporates’ business needs to technological solutions provided by international start-ups and scale-ups. During the first phase, the corporates assessed their current needs to launch corporate-specific challenges on green and sustainability topics as part of the call for start-ups and scale-ups.

19 challenges have been identified and clustered into 3 thematic groups:

- **Green materials**
- **Digital processes & Smart monitoring**
- **Greener production & Technologies**
Sustainability of materials is one of the most relevant aspects to reduce the environmental impact of industrial production, particularly in the construction and packaging sectors. This cluster included the research of innovative green materials (e.g., plastic free, recycled materials, compostable materials, ...) to replace those currently used.
Food packaging & accessories
Green innovative materials or services for sustainable food packaging (primary packaging) and catering accessories.

Logistic & retail packaging
Innovative and more sustainable solutions for logistic and retail packaging (secondary and tertiary packaging).

Outdoor power equipment
Green innovative materials to produce machine components and accessories for outdoor power equipment.

Building flooring
Innovative and more sustainable materials or solutions for building floorings.

Dams waterproofing
Innovative sustainable materials for waterproofing large areas of water infrastructures.
Cluster #1

Challenges

1. Materials for logistic & retail packaging
2. Materials for food packaging and accessories
3. Materials for waterproofing of dams
4. Materials for outdoor power equipment
5. Innovative and sustainable solutions for building flooring
Knowing the environmental impact of the company and its activities is a crucial process for establishing a strategic business direction aligned with the objectives of the European Green Deal. For this reason, this cluster encompasses those challenges that enable the digitization and smart monitoring of business processes in order to optimize the resources used and reduce waste.
IoT (industrial machineries)
IoT solutions (sensors) for monitoring of operating parameters of industrial machineries and components.

IoT (collective catering)
IoT solutions for digitalization and monitoring of collective catering processes.

Liquid analysis
Innovative sensors for the advanced analysis of pollutants in water and other liquids.

Carbon footprint auditing
Carbon footprint live auditing solutions (mainly hardware) for dairy barns.

BIM solutions
Building Information Modeling software (BIM) for standardization of industrial plant production processes.
Cluster #2

Challenges

1. IoT solutions for industrial machineries
2. IoT solutions for collective catering
3. Advanced sensors for water analysis
4. Carbon footprint live auditing solutions for dairy barns
5. BIM solutions for standardization of production process
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Some industrial sectors are reluctant to go green due to the lack of viable alternative solutions to replace historically used technologies or production processes. The challenges presented in this cluster seek innovative production methodologies or technological solutions that allow companies to undertake concrete changes, bringing direct or indirect benefits in terms of the environmental sustainability of their business.
Predictive maintenance
Innovative predictive maintenance solutions and methodologies for industrial machineries and components.

Tech and process innovations for waterproofing sloped surfaces
Innovative laying techniques for the deposition of materials on large sloped surfaces of dams and reservoirs.

Autonomous navigation systems
Autonomous navigation systems for outdoor (grass-cutting machines) and indoor (floor-cleaning machines) power equipment.

Coating technologies
New and more sustainable surface coating technologies for oleo dynamic applications.

3D printing technologies
3D printing solutions for production of industrial plant components.

Physical scanning technologies
Innovative physical scanning technologies to increase quality of industrial measurements.

Agro-energy technologies
Innovative agro-energy technologies and methodologies to improve the combined agricultural and energy production.

Very high-pressure resistant materials
Innovative materials for hydraulic components that can withstand very high pressure (800 bar).

Hydrogen / oxygen based solutions
Innovative solutions for production or storing of hydrogen and/or oxygen gas.
Cluster #3

1. Innovative predictive maintenance solutions
2. Innovative laying techniques for sloped surfaces
3. Autonomous navigation systems for outdoor and indoor power equipment
4. New surface coating technologies for oleo dynamic applications
5. 3D printing technologies for industrial plants
6. New physical scanning technologies
7. Agro-energy technologies
8. Materials for very high-pressure application
9. Innovative hydrogen and oxygen-based solutions
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<td>MBN Nanomaterialia</td>
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<td>MEB International</td>
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Aetna Group is the world leader in the packaging sector, specialized in end-line solutions. Specifically, its production goes from semi-automatic wrapping machines with smart technology to innovative automatic solutions, including industrial wrapping machines and tailor-made packaging solutions.

With more than 60 years of experience and a team of more than 3,700 professionals around the world, Bonfiglioli designs, produces and distributes a full range of gearmotors, drive systems, planetary gearboxes and inverters for the industrial automation, mobile machinery and renewable energy sectors.

Cooperativa Edile Appennino (CEA) is a construction company that has been operating in the Italian and international market for about 40 years. Thanks to its expertise, the best technological innovations and self-patented development solutions, CEA successfully deals with construction, infrastructures, networks maintenance, wastewater treatment, recycling and environmental requalification.

CIRFOOD, with over 50 years of history, is one of the leading Italian companies operating in the sectors of collective catering, commercial catering and employee welfare services to business. “Feed the future” is the philosophy that inspires their way of doing business and looking towards tomorrow.

Gardening, farming and forestry equipment for home users and professionals: these are some services through which Emak covers all shades of green. Emak offers products to address individual requirements, all manufactured in accordance with rigorous quality standards in terms of performance, reliability, comfort and safety.
With a successful history of more than 50 years in automation and industrial processes, Sighinolfi provides custom cylinder solutions, including single and double-acting customizable hydraulic cylinders of both big and small dimensions, for heavy-duty or small and innovative machines.

Litokol manufactures innovative and highly performing products for ceramics and for the construction world, developing its action strategies along three lines: new products, new technologies and new markets. It offers adhesives, sealants, decorative products and building solutions to its customers all over the world.

The Parmalat Group is a global player active in the production and distribution of foods that are essential for everyday wellness: milk, dairy products (yogurt, cream-based sauces, desserts and cheese) and fruit beverages. The Group is active in 16 countries with 69 factories and in 9 countries through licensing agreements.

With over 50 years of experience, Torreggiani & Co produces heating, air conditioning, air conditioning and refrigeration systems of any nature or species, including the ventilation and aeration of the rooms, electrical and special systems.

Tozzi Green is a company specialized in services and projects for the development of plants and for the generation of energy from renewable sources. Tozzi Green operates in the energy sector in Italy and abroad, offering its services as contractor for renewable energy production plants.
Overview

BIG.MATCH

+200 PARTICIPANTS
FROM 30 COUNTRIES
INCLUDING UNIVERSITIES,
RESEARCH CENTERS,
VENTURE CAPITALISTS,
ACCELERATORS/INCUBATORS

6 HOURS OF ONE-TO-ONE MEETINGS

When: December 16th
Where: Online
Time: From 9 am to 3 pm (CET)

Big.Match is a brokerage event focusing on the Green Deal topics and aimed at creating business matchmakings among the stakeholders of the innovation ecosystem. Big.Match is a unique chance to meet strategic partners and key actors of the Green economy international ecosystem. Differently from Match.Point, Big.Match is open to the entire ecosystem of the Enterprise Europe Network, that coordinated its members as a support office for the diffusion of the initiative.

Timeline

OCTOBER 27th
Registrations opening

DECEMBER 1st
Meetings scheduling opening

DECEMBER 16th
Event day
**When:** December 16th  
**Where:** Palazzo Pepoli (Bologna, IT) + Online  
**Time:** From 4 pm to 7:30 pm (CET)

**Final.Match** is the closing event of the Program, open to the entire innovation ecosystem. It is a moment dedicated to sharing the results of MATCHER – Green Deal edition. Moreover, the event is enriched by keynotes from institutions and high level guest speakers, both in presence and with remote contributions.

**DECEMBER 16th Event day**

- **4:00 pm** Participants Welcoming  
- **4:30 pm** Institutional Welcoming  
- **4:00 pm** Thematic Innovation Talks  
- **5:30 pm** Interviews  
- **5:45 pm** Conclusions  
- **6:00 pm** Networking Cocktail
G. Anceschi
ART-ER
Giovanni Anceschi is the President and Board chair of ART-ER, and the Chief Operating Officer of Ammagamma (formerly Energy Way), an innovative company established in 2013 in Modena (Italy), where he leads research and development activities by developing mathematical models to allow customers to optimize their industrial processes. In 2016, he started a project, AlloraSpengo, aimed at sharing knowledge about digital culture and energy efficiency with secondary schools and local communities. Giovanni has recently been included in the 2018 Forbes 30 Under 30 Europe list.

V. Colla
Emilia-Romagna Region
Vincenzo Colla is the Councilor for economic development and green economy, work, professional skills, Emilia-Romagna Regional Authority. He has been the General Regional Secretary of the Emilia-Romagna CGIL (one of the three Italian confederal trade unions) and General Deputy Secretary of the national CGIL. He has dealt with industrial innovation, networks, energy, the transport system, infrastructures, investee companies, credit and the Tertiary sector. He has taken part to several studies, researches and publications.

E. Brugman
Deloitte Belgium
Eline is a Director at Deloitte’s Risk Advisory department and she focusses on Decarbonization of Industry, Future of Energy, Ports and Not-for-Profit. Eline assists companies in developing and transforming their sustainability strategies, service portfolios and operations, in the implementation of complex projects regarding Future of Energy, new cooperation models, transition frameworks and organizational transformation projects regarding Energy, Ports and Not for profit.

G. Skender
Deloitte Belgium
Gregor is a Senior Manager at Deloitte Belgium and has consulting and advisory experience in both public and private sectors. He is responsible for business development, sales funnel and implementation of projects throughout the policy cycle (planning – implementation – evaluation) and he is focusing on the EU Green Deal with specific interests in socio-economic transition, growth, (sustainable) agriculture with emphasis on rural development, as well as (sustainable) energy transition.

M. Philippe
F6S
Matt Philippe is the co-founder and president of the F6S, a global leader in the field of Open Innovation, connecting start-uppers and innovators with corporates, investors, governments, Open innovation programs and talents to support the growth of their startup. Additionally, Matt has previous experience in marketing and community and innovation ecosystem building and has previously been the co-founder of a start-up.

R. Sacerdoti
Emilia-Romagna Region
Ruben Sacerdoti is the Director of the Department for the Business Internationalization and FDI attraction of the Emilia-Romagna Regional Government. The focus countries of its activity are mainly USA, Canada, Brazil, China, Japan, India, Russia, Israel and South Africa. An important part of the activity is concentrated in defining and managing programs devoted to favor the international cooperation between the Emilia-Romagna Regional High Technology Network (HTN) and international partners, mainly in advanced countries in Europe, North America and Asia. He has also worked at the European Commission, DG Enterprise as Project officer of Innovation Policy C-1 Unit.
16:30 - 16:45  
Institutional Welcoming  
G. Anceschi  
ART-ER

16:00 - 16:30  
Participants Welcoming

16:30 - 16:45  
Participants Welcoming

16:45 - 17:00  
Emilia-Romagna Region contribution  
V. Colla  
Emilia-Romagna Region

17:00 - 17:15  
The EU Green Deal  
E. Brugman  
Deloitte Belgium

17:15 - 17:30  
Green Deal & Open Innovation  
M. Philippe  
F6S

17:45 - 18:00  
Conclusions  
R. Sacerdoti  
Emilia-Romagna Region

18:00 - 19:30  
Interviews on success cases

18:00 - 19:30  
Networking cocktail
ART-ER IS HONORED TO ANNOUNCE

MATCHER
2022 EDITION

HUMAN CENTRED INNOVATION