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BNP Paribas House
Milan, Italy

smartcityinnovationawards.com

ABOUT

Smart City Innovation Awards

Smart City Innovation Awards is a half-day MIT Enterprise Forum conference and competition with the aim of identify, inspire and connect innovators and technology entrepreneurs to succeed faster and smarter in Smart City sector.



The **Competition**

BNL Gruppo BNP Paribas and other supporting partners present the most disruptive Italian startups across industry sectors - all with a stake in furthering smart city initiatives, including entrepreneurs, enterprises, local authorities and investors.

This program will uncover the newest trends and developments that are driving smart city innovation in Italy today. It brings together those players who are interested in entrepreneurship and moving ideas from research to market to support the rise of the smart city.



Smart City Innovation Awards **Experience**

Italy has a high level of entrepreneurs and innovators designing amazing technologies for smart cities. Smart City Innovation Awards received many interesting projects, products and technologies for solving problems, improving and making easier the life in cities.

The vibrant and rich Italian entrepreneurial ecosystem is developing incredibly interesting tools for the urban areas and that will change the way we live, work and interact in the cities. Smart City Innovation Awards is an opportunity for this innovators to show how they are transforming cities in many different ways.



The **Award**

The Smart City Innovation Awards do not include a monetary provision for winners. **They serve as recognition of the trajectory and potential of the most promising people in the area of smart cities** and urban mobility related technologies and solutions. The great value of the awards lies in the visibility and international prestige that follows when Opipno in collaboration with **MIT Enterprise Forum** recognizes the winners as innovative leaders in their field of work.

Similarly, the people who are awarded can present their projects before an audience specially comprised of investors, entrepreneurs, academics, technologists, and business leaders during an awards presentation ceremony that will take place during Wave Exposition in Milan on **June 11 th.**

Additionally Smart City Innovation Awards will reward the top project with a trip to participate in EmTech - the most important emerging technologies conference worldwide -, **that will be held at the MIT Media Lab in the heart of the MIT campus in Cambridge, Massachusetts, from the 2nd to the 4th of November, 2015.**



Selection process

More than 100 Italian entrepreneurs who are creating the City of the Future with the most innovative, creative and impactful smart cities and urban mobility related technologies and solutions.

- *The innovative nature and creativity of the proposed technology or service.
- *The project's economic viability and its potential for job creation.
- *The potential of having a global impact.
- *The applicant's motivation to scale his/her technology and create a greater impact.
- *The applicant's skills to confront and solve problems and develop real solutions from a fresh perspective.
- *The applicant's audacity, communication skills and continuous spirit of perseverance.



The Winners



1. Paola Curci

Paola Curci is a PhD in Mathematics and Applied Mathematics from the Politechnic University of Milan (Italy), as well as the co-founder and executive director at SolEthEn SRL (Solutions for Ethical Engineering). This innovative company, founded in 2011, offers consulting services including analysis and problem solving for engineering-related problems within industrial production processes or the social sciences field.

Paola's team has adopted the leading, cutting-edge tools and methodologies from the most technologically advanced sectors, and combined them with statistical analysis, mathematical models, numeric simulations and high performance computation.

SolEthEn created PEDRO (Planning Energy Decisions to Release Opportunities), an advanced analytics platform for energy planning oriented towards the design of regional and municipal plans carried out by government or international agencies. Its user-friendly format and its ability to consider future action plans make the platform an easily adaptable solution for political energy and economic decision makers.





2. Marco Morini

The use of renewable energy sources in the construction industry is environmentally critical on a global scale; however the installation of solar panels in existing buildings is commonly considered an ugly and bothersome solution that limits architects and sacrifices the beauty of each design. In order to build sustainable buildings and attractive cities of the future, the young innovator Marco Morini has co-founded SBskin, a startup based in Palermo (Italy) that has devised a way to optimize the energy efficiency of buildings without compromising its appearance.

Marco has patented several multifunctional and translucent construction components that can be used for roof coverings and building facades. These construction materials are made from highly insulating blocks of glass with solar cells, previously sensitized using colorants, which convert solar energy into electric energy. Through this use of this novel assembly system, SBskin's roofs and building facades are capable of producing clean energy while reducing energy consumption at the same time thanks to this system's insulating characteristics.



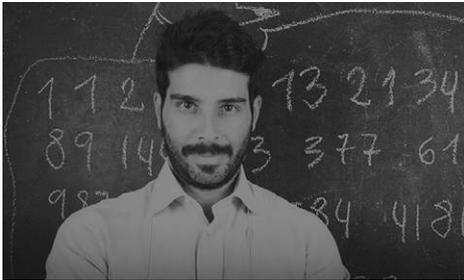


3. Giovanni Alli

Giovanni Alli is an engineer with a PhD in Information Technology, cofounder and head of product design at Zehus SRL, a spin-off from the Politechnic University of Milan (Italy). Since 2013 he has worked on the design and commercialization of BIKE+, a smart power consumption and management system for electric bicycles.

Electric bicycles are characterized by the inclusion of a battery and a small motor which help the cyclist to pedal. BIKE+’s hybrid propulsion system avoids the need to ever connect the bicycle to an energy outlet to recharge its batteries. Also, the cyclist can connect the bicycle to a smartphone via Bluetooth to obtain travel information and to adapt BIKE+’s settings at any time to the level of pedaling assistance required. According to studies conducted by Zehus SRL, their energy management system can improve the efficiency of each journey by up to 40% in urban settings.





4. Domenico Schillaci

Awards for environmentally sustainable journeys: this is the deal that the young Domenico Schillaci offers to the residents of Palermo (Italy), one of the top five cities in Europe terms of traffic related issues. This young innovator, co-founder of the non-profit start-up PUSH, has created an app for smartphones that aspires to reduce traffic and the resultant pollution by offering incentives to residents to encourage them to travel more ecologically.

His app, called TrafficO2, helps residents to calculate the time it will take them to reach their destination via an optimal route, and offers information regarding the environmental impacts of their journey coupled with specific incentives. Immersed in a game-like dynamic, users earn O2 points, a virtual currency with which users can claim prizes and obtain coupons offered by sponsors that have signed previous agreements with PUSH. The project, initiated in Palermo, already boasts 600,000 users amongst university students (close to 10% of the city's population) in an initial, experimentation phase.





5. Nicola Fedele

Nicola Fedele is an engineer from the Second University of Naples (Italy) and Director of Technology at BlueNet Technologies. This young innovator is working on the project OSCAR (Over the Smart Card), which consists of the development of a multifunctional card that integrates a cryptographic, authentication security token; a near field communication interface; and a low energy bluetooth device.

Through the use of these technologies, Nicola hopes to open the door to a raft of smart applications for urban dwellers. His super Smart Card offers numerous advantages, such as the simplification of identification processes, access to public transport and other public services, the substitution of traditional payment methods (tolls, mobile phone top-ups, etc.) and a series of loyalty discounts.

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