



PERSONE, AMBIENTE E SVILUPPO PER UNA TERRA CHE CAMBIA



Press Release

LEONARDO DA VINCI MARKS EUROPEAN FIRST WITH LAUNCH OF INNOVATION HUB, A BUSINESS ACCELERATOR AT THE HEART OF THE AIRPORT

- ✓ *Startups from all over the world will be able to develop projects and prototypes directly in the terminal buildings, working alongside airport experts and passengers*
- ✓ *Around 100 startups took part in the first Call for Ideas, with 10 selected and a further 3 innovative businesses added by ADR. Most startupperes are under 30*
- ✓ *The average acceleration period lasts 6 months. ADR also to invest in startups*
- ✓ *Project partners include Plug and Play, one of largest early-stage investors in Silicon Valley, PWC and LVenture Group*
- ✓ *ADR planned to invest €50m in initiatives linked to innovation*

Fiumicino, Monday, 17 October 2022 – There's a robot that delivers food and beverages to passengers anywhere in the airport and another, powered by solar energy, that moves autonomously cleaning the terminals as it goes and, once at rest, turns into a comfortable bench to sit on. Then there's a self-driving wheelchair, capable of transporting travellers with reduced mobility from the terminal entrance to their gate. There are also new and untested solutions that use artificial intelligence to make security checks and baggage handling faster and more efficient, and others that make aircraft turnarounds more sustainable, cutting CO2 emissions. These are just a few of the projects developed by Italian and international startups working at the Innovation Hub located within Leonardo da Vinci airport, an initiative launched by Aeroporti di Roma as part of its open innovation strategy for airport services and operations.

Unique in Europe, the Innovation Hub is nothing less than a business accelerator, focusing on the development of innovative solutions for airports and located in a 650-square metre facility in the middle of Terminal 1 in the country's number one airport. The Hub will host young startupperes from Italy and around the world. They will benefit from both ADR's direct investment in their startups and the full support of a special in-house team of 30 innovators created by ADR, dubbed the "Innovation Cabin Crew", who will help the startups test their services in the field, working closely with experts and passengers. The acceleration period within the airport, amounting to 6 months on average, will enable startups to finalise their projects, help bring them to market and exploit the international "Airports for Innovation" network of which ADR is a member, alongside the Aena group's Spanish airports and the airports of Athens and Nice.

ADR's innovation programme, which currently comprises of a €50M investments' program, took shape around a year ago with the launch of the first Call for Ideas. This aimed to identify startups from across the world interested in using Fiumicino to develop their solutions in six areas of airport operation: improving punctuality; data-driven systems; process automation; energy efficiency; the passenger digital experience; and omnichannel commerce. The Call attracted interest from approximately 530 startups from around the world, with 96 (62 from Italy and 34 from abroad) submitting an application. Support was provided throughout the selection process by Plug and Play, the leading private early-stage investor in Silicon Valley, with a portfolio of over 40,000 startups, including 21 "Unicorns" worth in excess of US\$1bn. Ten startups were selected at the end of the first Call: all were created around 5 years ago and most of their founders are aged under 30. These were joined by a further 3 startups with whom ADR has been working recently. Aeroporti di Roma is also working with LVenture Group on development of the startups' projects.

The projects being developed at Fiumicino include both advanced robotics solutions – with "machines" capable of activating themselves when areas of the airport need cleaning, delivering food and beverages to travellers or transporting passengers with reduced mobility in total comfort – and process innovations able



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to boost, and some cases revolutionise, the efficiency of certain airport operations such as security checks, aircraft turnaround, baggage transport and reclaim and airport wayfinding.

All the startups' projects were presented today during the official opening of the Innovation Hub, attended by the Chief Executive Officer of Edizione, **Enrico Laghi**, the Chairman of Atlantia, **Giampiero Massolo**, and the Chairman and the Chief Executive Officer of Aeroporti di Roma, **Claudio De Vincenti** and **Marco Troncone**. The Innovation Hub also hosted a discussion on the topic of innovation with the startupper in attendance. This was led by the Chairman of Edizione, **Alessandro Benetton**, together with the Managing Director, Co-Head EMEA of Plug and Play, **Omeed Mehrinfar**, and **Chiara Piacenza**, Scientist, ISS Science & Utilization Planning at ESA.

"ADR's Innovation Hub marks a new, open approach to the way our Group intends to provide strategic guidance to investees, investing significantly in innovation and sustainability and, above all, providing openings for anyone with ideas, projects and willing to take a risk. Watching young people, from both Italy and other parts of the world, working with their startups at the heart of Fiumicino airport, engaging with passengers and talking to airport experts gives a clear indication of how we can build the future by nurturing new skills and through exposure to a wide range of knowledge and experiences. This is how, by working closely with all our partners, we want to build a new "Made in Italy", making our country more attractive to young talent and creating new jobs through investment and by internationalising our know-how," said the Chairman of Edizione, **Alessandro Benetton**.

"Launching an open innovation initiative in a major airport called Leonardo Da Vinci will undoubtedly give a competitive edge to all the startupper that are going to develop their projects here. ADR's project, which will bring benefits for both the airport sector as a whole and large numbers of passengers, is confirmation of the Atlantia Group's commitment to concrete, tangible investment in a growth plan based on innovation and sustainability. This strategy is shared by all our Italian and overseas subsidiaries. We wish all the Italian and international startups that will be working at the Innovation Hub the very best for the future," said Atlantia's Chairman, **Giampiero Massolo**.

"Leonardo Da Vinci has firmly established itself as an airport that delivers operational excellence. As a result, our new challenge is to play an active role in designing the airport of the future, helping to drive the sector's digital and green transition," said **Marco Troncone**, Chief Executive Officer of Aeroporti di Roma. *"Innovation is an essential aspect of our approach to providing quality services, to sustainability and to safety, playing a key part in enabling us to implement our business strategy. The Hub is a major testimony to our vision, involving significant investment in innovation-related initiatives. We aim to partner with leading international startups and support contamination at all levels of the business, spreading an innovation culture and encouraging our people to be creative,"* concluded **Troncone**.

"As PNPTC we are honoured to participate in the inauguration of ADR's innovation hub. ADR has continuously set new benchmarks in their pro-activity towards innovation adoption, which was reflected in them receiving our partner innovation award in our Silicon Valley HQ. We are excited and looking forward to all the upcoming projects and pilots between our startups and ADR, to hit even higher milestones together," said Plug & Play's Managing Director and CO-head EMEA, **Omeed Mehrinfar**.

The second stage of the Innovation Hub's acceleration programme will soon involve further startups following a new Call for Ideas to be launched by the end of November this year.

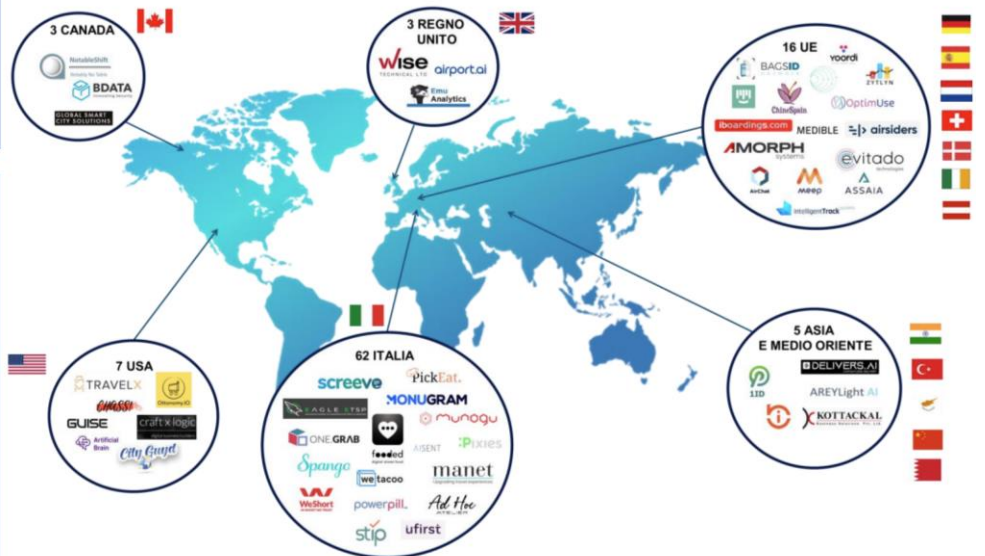
• **The startups selected after the first Call for Ideas**

<p>MIGLIORAMENTO PUNTUALITÀ VOLI</p>		<p>Assaia attraverso la loro piattaforma di ApronAI basata su video analytics ottimizza i tempi di turnaround degli aeromobili con benefici su efficienza operativa, servizio offerto ai vettori/ pax ed emissioni CO²</p>	<p>AUTOMAZIONE PROCESSI</p>		<p>BagsID propone un sistema di riconoscimento «biometrico» del bagaglio tramite AI in funzione delle caratteristiche uniche del bagaglio per la gestione dei bagagli senza l'emissione di un tag (creazione di un token digitale) con possibilità di tracking dai pax</p>
<p>SISTEMI «DATA DRIVEN»</p>		<p>GRASP propone di installare presso i controlli di sicurezza un sistema di segnaletica automatizzata che favorisce la distribuzione dei passeggeri tra le rulliere tramite utilizzo di sensori real time, per una riduzione delle code e migliore turnazione staff in operativo</p>	<p>AUTOMAZIONE PROCESSI</p>		<p>Evitado propone un dispositivo innovativo di avviso di collisione tra gli aerei e mezzi di terra durante le operazioni sottobordo, presso gli stand o all'interno dell'hangar, basato su tecnologia LiDAR. Il sistema può essere installato o sull'aeromobile o sul <i>pushback</i></p>
<p>RIDUZIONE CONSUMI ENERGETICI</p>		<p>SEE propone di installare «SIMON», una piattaforma di controllo intelligente che permette di verificare costantemente e da remoto lo stato dell'impianto solare individuando la presenza di eventuali anomalie/ sporcizia e indicandone ubicazione e tipologia per massimizzare la resa dell'impianto</p>	<p>AUTOMAZIONE PROCESSI</p>		<p>Pixies propone l'installazione di una panchina smart accoppiata con due robot mobili autonomi che, grazie ad algoritmi di AI, riescono a navigare all'interno di spazi complessi effettuando operazioni di cleaning automatico</p>
<p>PASSENGER DIGITAL EXPERIENCE</p>		<p>Airsiders è una next-generation travel & tech startup che fornisce mappe aeroportuali «smart» e soluzioni di wayfinding che puntano a migliorare la customer experience e a creare nuove opportunità per incrementare le revenues commerciali</p>	<p>OMNICHANNEL COMMERCE</p>		<p>LIFEdatAI è una startup specializzata in data engineering, customer intelligence ed intelligenza artificiale per la gestione personalizzata delle interazioni in contesti social e messaging, con integrazione tra canali digitali e touchpoint nel mondo fisico.</p>
<p>PASSENGER DIGITAL EXPERIENCE</p>		<p>Airport.AI è una startup leader mondiale nella messaggistica istantanea per il settore aeroportuale. La tecnologia sviluppata è già utilizzata da più di 40 aeroporti in tutto il mondo. La piattaforma permette di gestire e automatizzare le attività integrandole con info wayfinding</p>	<p>OMNICHANNEL COMMERCE</p>		<p>Otonomy è una startup che ha realizzato un robot autonomo per le consegne di prodotti F&B e retail sia in ambienti indoor che outdoor (campus, università centri commerciali)</p>

Complessivamente hanno partecipato alla Call4Ideas 96 startup a livello globale:

- 64% Startup Italiane
- 36% Startup estere
- 16 nazionalità diverse (tra cui India, Cina, Canada, Bahrain, Turchia, Cipro..)

- #15k Gli accessi al nuovo portale Innovation ADR: <https://www.adr.it/innovation>
- #530 le startup che hanno mostrato interesse alla Call, scaricando la documentazione apposita
- #155 le startup che complessivamente sono entrate in contatto con il team ADR o tramite il sito o candidandosi per la Call
- #116 Le proposte sottomesse dalle startup
- #96 Le startup che hanno applicato alle Call4Ideas





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About Aeroporti di Roma S.p.A.

Aeroporti di Roma, an Atlantia Group company, manages and develops the airports of Rome Fiumicino and Ciampino and carries out other activities associated with and supplementary to airport management. In 2019, ADR recorded, as an airport system, 49.4 million passengers with over 240 destinations worldwide that can be reached from Rome, thanks to the approximately 100 airlines operating in the two airports (*In 2021, following the effects induced by Covid-19 on air transport, Fiumicino airport recorded just 11.7 million passengers, whilst Ciampino airport closed the year with 2.3 million passengers*). In 2022 the Airports Council International Europe awarded Leonardo da Vinci with the "Best Airport Award 2022" for the fourth time in five years. The award adds to the recognition of Airports Council International World which, in 2022, for the fifth consecutive year, awarded Leonardo da Vinci with the "Airport Service Quality 2021" award, as the most popular airport in Europe amongst the hubs with more than 40 million passengers. As a result of these achievements, in 2022 ACI included ADR in the "Director General's Roll of Excellence", a list made up of only 64 airports around the world (out of more than 18,000 airports worldwide), which have distinguished themselves for the very high levels of quality offered to their passengers. Major awards have also been received in the area of digital innovation, one of the main drivers of ADR's strategy, alongside sustainability; in this regards, the ACI's "Digital Transformation Award 2021" was obtained by Fiumicino, and the UNWTO has named Fiumicino as the "World's Most Sustainable Airport 2022". Lastly, with reference to the measures implemented for health protection, ADR's hubs have distinguished themselves by winning numerous awards: the "Airport Health Accreditation" 2020 and 2021, the "Airport Health Measures Audit" in 2020, which certified the Safeguard airports, the "Biosafety Trust Certification" by RINA in 2020 and the "Covid-19 Skytrax Airport Rating 2020", which awarded Leonardo da Vinci 5 stars globally based on the efficiency of the procedures and the results of the ATP tests. Continuing to work to maintain its standards of excellence, ADR has inaugurated in 2022 the "New Boarding Area A" at Fiumicino airport, developed and built according to the highest criteria of technology and sustainability to welcome over 6 million passengers more per year; an Innovation Hub has also been launched at the airport, to implement acceleration programs for start-ups from all over the world.



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