



## 1st edition of "Innovation for Change": conclusion and awards

*John Elkann (Agnelli Foundation), Fabiola Gianotti (CERN), Marco Gilli (Politecnico di Torino) and Francesco Profumo (SAFM) reward the business ideas developed by 50 young people, applying already available technologies to better use natural resources and respond to planet needs. The best idea wins 50.000 euros offered by the Agnelli Foundation in promoting the creation of a true Start up.*

Turin, 20 June 2016. Automatic sensors that release the right amount of fertilizer in agricultural fields, reducing the impact on aquifers. Integrated systems for smart cities that identify drinking water leaks in water systems and direct timely repair. Solutions for urban construction using algae to purify water, reducing fuel consumption. Furthermore: crowdsourcing systems to improve the accuracy of weather forecasting, also increasing the efficiency of wind power plants in electricity production and even a floating greenhouse shaped like a whale that uses solar energy to desalinate sea water and irrigate crops, bringing water to where it is scarce.

These are some of the ideas of 50 young, MBA students of the Scuola di Alta Formazione al Management (SAFM, a business education program based in Turin) and graduate students of the Polytechnic of Turin, prepared as part of the project "Innovation for Change": a multidisciplinary program that engaged young people for 5 months, divided into 8 groups, securing the cooperation with CERN in Geneva and with some Italian institutions and International companies, including the Italian Ministry of Economic Development, the United Nations Development Programme, Barilla, ENEL and Smat. Not mere theoretical exercises for teaching purposes, but credible innovative solutions based on available technologies, based on the global collective needs and from which start-ups operating in the market will be born.

The prototypes and the technical solutions adopted by young people were presented and evaluated today at the Castello del Valentino in Turin by four special judges: Vice President of the Agnelli Foundation, John Elkann; the Director General of CERN, Fabiola Gianotti; the Rector of the Polytechnic of Turin, Marco Gilli and the President of SAFM Francesco Profumo.

After working through the solutions developed by the students, the judges awarded the following best business ideas:

- AquaSmart, a smart grid system to help identify and solve water leakages.

AquaSmart will receive a special contribution of 50,000 euros, allocated by the Agnelli Foundation as part of the celebrations of its 50 years of operation (1866-2016). The contribution is intended to support the Working Group of AquaSmart to constitute a real start-up and start operating on the market.

Besides AquaSmart, the judges also selected:

- Demetra, an automatized agricultural resource management system;
- Alfie, a vertical algae wall concept for water recycling in urban cities.

The three working groups will be awarded the opportunity to participate for free at the European Innovation Academy (EIA), the international acceleration program for technology startups, that will be hosted by the Polytechnic of Turin from July 10 – 29 in cooperation with partners as Google, Allianz, FCA, Intesa San Paolo and Ferrero and will bring to Turin mentors from Silicon Valley and 300 talented students from the best universities around the world.

For further information:

Idea-square/CERN

IdeaSquare is a dedicated experimental facility at CERN that hosts detector R&D projects, and facilitates cross-disciplinary MSc student programs. Located next to the Globe of Science and Innovation, it offers ad-hoc meeting space and rapid prototyping facilities for innovation-related projects. The purpose of IdeaSquare is to bring together people to generate new ideas and work on conceptual prototypes in an open environment, and contribute to Knowledge Transfer Group activities by providing new socially and globally relevant product ideas and innovation. Telephone: +41 22 767 2623 - e-mail: mail-KT@cern.ch

SAFM

The Scuola di Alta Formazione al Management ([www.safm.it](http://www.safm.it)) is an independent institution for business education bringing to Italy the successful operating model of the Collège des Ingénieurs of Paris, one of the most influential European private institutions in the field of Business Education. SAFM is supported and promoted by the Fondazione Giovanni Agnelli, Fondazione Edoardo Garrone and Fondazione Pirelli, together with the Association of Collège des Ingénieurs from Paris. It is located in Turin, via Pietro Giannone 10. Telephone: +39.011.0268047 and e-mail: [segreteria@safm.it](mailto:segreteria@safm.it)

Politecnico di Torino

The Politecnico di Torino ([www.polito.it](http://www.polito.it)) was founded in 1906 from the roots of the Technical School for Engineers created in 1859. It is one of the most important technology universities in Europe and is a top level research and education center for engineering and architecture studies, strongly committed to collaboration with institutions and companies. The Politecnico di Torino signs every year around 800 agreements for research activities commissioned by international industrial groups, Italian companies and public institutions. It counts around 33,500 students, 16% of which come from over 100 countries. Contacts: Telephone +39 011.0906183/6286 and email [relazioni.media@polito.it](mailto:relazioni.media@polito.it)