**A new deal to accelerate change at OGR Torino in 2023.**

**Fondazione CRT and OGR Torino, together with Microsoft, present the second edition of Impact Deal, the pioneering European programme for the data-driven acceleration of** **enterprises that have a social or environmental impact.**

**Joining the Data Club: The Data Appeal Company, BioEnerys and Wind Tre Call for applications open from 16 March to 26 April**

**at**  [**https://impactdeal.eu/**](%20%20https://impactdeal.eu/)

*Turin, 16 March 2023* - **Fondazione CRT** and **OGR Torino**, together with **Microsoft**,present the **second edition** of the **European data-driven acceleration programme** dedicated to **enterprises that have a social or environmental impact**. The programme will take place at **OGR Torino’s** OGR Tech network and hub for innovation and applied research.

In 2022, thanks to specific training, mentorship by domain experts, opportunities to achieve national and international visibility and access to exclusive datasets, the entrants selected

could develop innovative solutions aimed at generating positive and measurable impact.

Key in this respect is the contribution provided by the **Data Club –** a group of companies and organisations, **public and private** entities comprising **TIM**, **Banca Sella**, **Fondazione Snam** and the **Council of Turin** – which, for the 2023 edition, will be joined by **The Data Appeal Company**, and by **BioEnerys** and **Wind Tre**.

During the **six-month programme, Impact Deal** will accelerate projects involving **data science** **applications and the growth of entrepreneurial activities pursuing social and environmental objectives in line with the** **United Nations’ Sustainable Development Goals (SDGs).**

By bringing together the corporate world, mainstream investors, high-impact enterprises, mentors and data science experts, the programme will promote initiatives that combine **economic**, **social** and **environmental sustainability**, enabling the formation of **specialists** by conveying skills about the access and usage of data, with a view to **long-term impact**.

Thanks to the project conceived and developed in collaboration with **TOP-IX**, **ISI Foundation**, **Ashoka**, **Impact Hub and The Data Appeal Company (from now a full member of the Data Club)**, in its first edition the programme received **40 applications** from high-impact enterprises coming from **8 countries** and addressing **various sectors**: Smart Environment, Smart Cities, IoT, Logistic/Supply Chain, Digital Awareness, Human Resources Services, Open Innovation, AI, Cultural Heritage, Food, Health, Medical Care, Agriculture, Augmented Mobility, Vehicles and Energy solutions.   
Twelve enterprises took part in the first phase, of which **seven** **from Italy** and theother **five from** **the United Kingdom, Denmark, Portugal and Switzerland.** Among them, **Alba Robot, The Newsroom, Pinbike, Virtuosis, Wiseair, Open Impact** and **Aroundrs** were selected for phase 2 of the programme, achieving many visibility opportunities and excellent results both during the programme and in the ensuing months.

**Fondazione CRT***Founded in 1991, Fondazione CRT is Italy's third largest foundation of banking origin in terms of assets. It has granted a total of more than EUR 2 billion for over 42,000 projects in the fields of art, research, education, welfare, the environment and innovation. The Foundation also experiments with interventions in the logic of impact investing, for social and environmental impact. One of the main examples at the European level is the urban regeneration of OGR Torino, the former Officine Grandi Riparazioni dei treni, redeveloped by Fondazione CRT and converted, with an investment of over EUR 100 million, into an innovative international centre for art and culture, scientific, technological and industrial research, and food.  
Fondazione CRT is also active in the main international networks of philanthropy; it collaborates with the United Nations and other organisations on a global scale, including Rockefeller Philanthropy Advisors.*[*https://www.fondazionecrt.it/*](https://www.fondazionecrt.it/)

**Microsoft***Microsoft enables organisations to realise their digital transformation projects in new innovation scenarios, such as Cloud Computing and Artificial Intelligence. The company's mission is to support people and organisations around the world to achieve more through technology and digital. More information about Microsoft is available at<https://www.microsoft.com/it-it/>*

**OGR Torino***OGR Torino is a unique culture and innovation centre in Europe dedicated to experimentation in arts and music as well as in science, technology and entrepreneurship. Formerly a XIX century train repair workshops built on a 35,000sq. metre area in the heart of Turin, OGR Torino were entirely redeveloped by Fondazione CRT for the good of the city, to foster collaboration, creativity and sociality.*

*In 2019 OGR opened OGR Tech, among the largest innovation hubs in Italy, with a focus on high-potential verticals and an ecosystem made up of over 70 partners and a global business community. In their first three years, OGR Tech have supported over 200 start-ups and attracted 200 million euros in investments. Currently, they have in place 14 acceleration and innovation support programmes in sectors such as aerospace and advanced hardware, smart cities, edutech, gaming, life sciences, metaverse and fintech, with the – clear and ambitious – goal of contributing to bridging the technology gap in Italy.*[*https://ogrtorino.it/*](https://ogrtorino.it/)

**ENTERPRISES ACCELERATED BY IMPACT DEAL 2022:**

[**- Alba Robot**](https://www.alba-robot.com/): *after more than six months of experimentation with CTE NEXT, Alba Robot is testing its technology* *outdoors. They once again took part in GITEX GLOBAL in Dubai and Marktechpost.com included them in the top list of Italy’s best AI development start-ups. Alba Robot is one of the 100 start-ups selected worldwide to compete in the final of the Entrepreneurship World Cup*.

**- Aroundrs** *launched and completed, together with Banca Etica, a crowdfunding campaign. Aroundrs also won the 'Premio Innovazione Toscana' for start-ups that have distinguished themselves in the past 24 months. Aroundrs was featured in Forbes as a startup with the potential to radically change the world of packaging. Aroundrs is among the winners of the #Greener call, launched by LVenture Group and Meta – in collaboration with Legambiente and Gruppo Giovani Imprenditori Confcommercio – to select innovative solutions that can accelerate the #ecological transition of corporates and SMEs.*

[**- Open Impact**](https://www.openimpact.it/) *has developed a partnership with the Global Thinking Foundation.*

*Open Impact joined the Innovation Community of MuseoSpace Foundation and is a partner of the new Level II Master's Degree in Impact Strategy and Management at the Milano-Bicocca* [*University*](https://www.linkedin.com/company/university-degli-studi-di-milano-bicocca/)*. Open Impact launched the OI Academy to offer businesses and organisations the opportunity to explore specific aspects of impact measurement and has been included in the Smart & Start Italia programme, which provides incentives to support the creation and development of innovative start-ups.*

[**- Pin Bike**](https://www.pinbike.it/) *received the Smart City Expo World Congress Mobility, qualifying as a finalist at the 2022 edition. Pin Bike also won the* *Bikeconomy Observatory Award at the* [*TIM SmartCity Challenge*](https://www.linkedin.com/feed/hashtag/?keywords=timsmartcitychallenge&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7039176178259140608&lipi=urn%3Ali%3Apage%3Acompanies_company_posts_index%3B19abe9d0-e091-4fb4-aad0-68faedacea26)*. As coordinator, Pin Bike completed the Bicification project with the support of ENEA, EEN and EIT Urban Mobility. Furthermore, Pin Bike brought its experience to the round table for the presentation of the MOST project “Centro Nazionale per la mobilità sostenibile” on sustainable mobility financed with PNRR 2023-2025 funds. Finally, Pin Bike has started the REACTIVITY Project, aimed at defining a* *data certification platform on the use of all sustainable urban means of transport*.

[**- The Newsroom**](https://thenewsroom.ai/) *won the 'Best start-up in Portugal started by a woman' award and was*

*selected in the 2022 WSA Shortlist as a finalist in the* *category “Government & Citizen*

*Engagement”. The Newsroom was also selected as one of 50 participants in the Seeds of Change Programme. In addition, it attended the Web Summit as an Impact Startup and was among the enterprises featuring at the EVPA Conference as Alumni of the Social Innovation Tournament promoted by the European Investment Bank Institute.*

[**- Virtuosis**](https://www.virtuosis.ai/) *Chosen by Kickstart Innovation as one of the 43 most innovative and fast-growing start-ups*

*among over 1,200 applicants worldwide. It has also been admitted to the CES2023 event.*

*Virtuosis led the Swiss delegation of the most innovative start-ups on a roadshow in Silicon*

*Valley to present projects to* *venture capital investors, expand the network and accelerate expansion to the US market.*

[**- Wiseair**](https://www.wiseair.vision/) *is the first Italian startup to take part in the Smart Cities URBAN-X projects accelerator.   
The venture investments platform Doorway has announced that it has raised for greentech startup Wiseair 200,000 euros from 24 investors, to support the 300,000 euros bridge round expiring on 31st December 2023.*

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