



## **Eni launches new open innovation initiative calling on Italian startups for new digitalization projects**

*The new innovation initiative CallForGrowth has been launched in partnership with growITup . Start-ups which are judged to have the highest potential in areas of health and safety, retail services, and digitization of operating manuals will undertake a collaborative journey with the company.*

San Donato Milanese (Milan), 21 November 2018 – Eni today launched the CallForGrowth project, a new open innovation initiative in partnership with growITup, the open innovation platform created to support large companies in implementing new partnerships with start-ups.

Through this initiative, Eni will help to identify the Italian startups undertaking cutting edge projects, specifically aimed at the digitalization of areas related to the health and safety of Eni's people, digital solutions for enhancing customer experience at service stations, and digital solutions allowing to make operating manuals completely interactive and integrated with the digital twins (3D environment).

To take part in the CallForGrowth, the start-ups must be at post-seed stage with a strong Technology Readiness Level (TRL), with candidates able to apply up until 21 January. Following a preliminary screening phase, the start-ups will take part in a Selection Workshop in Milan in February. During this event, Eni will work with the growITup team to assess the solutions that are most relevant and suitable for its innovation needs, beginning a collaborative journey that could take the form of a commercial, technological or industrial partnership.

Eni's digital transformation began 30 years ago and has entered a crucial phase. 150 digitalization projects are currently underway, across all business areas, including the world's most powerful industrial computer launched at the start of 2018. The process is designed to cover all of the company's areas of activity, setting multiple cross-sector objectives. Some of the objectives include improving operator health and safety, increasing reliability, operability and technical integrity of the plants, sustainability and boosting economic and operational performance. All of which will aid Eni in developing new business models and to increase the speed of decision-making processes, which will become increasingly data-driven.

Over the long term, Eni's digital transformation integrates will become a broader evolutionary process, one that will ensure Eni has highly integrated processes and the ability to effectively combine digital skills with traditional technical expertise. The company will continue to drive innovation through collaboration with the most technologically advanced start-ups.

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