

# Startup and climate change: new call of the Climate KIC Greenhouse Program for innovative ideas with high market potential

May 9, 2018

**Registration to GreenHouse, the pre-incubation program for students or workers who want to become entrepreneurs and have an innovative idea to curb the effects of climate change, is open. The call for applications closes on May 28, 2018**

[\[Press release\]](#)

Climate-KIC through its partners **Aster, Trentino Sviluppo and Innovation Hub Trentino** supports the first steps of startups by providing consulting services (professional business coaching, business development, financial planning, pitching), a grant of € 2,500, an equipped work space, the opportunity to contact the most important international community on climate change. The pre-incubation program will last 6 months: only 10 teams of aspiring start-upers will be admitted to the Aster offices in Bologna; of Trentino Sviluppo and Innovation Hub Trentino in Trento.

With GreenHouse, transforming an innovative and sustainable idea into a “**climate friendly**” company has never been so simple for anyone with courage and motivation: university students, researchers and professionals from Italy or other EU countries, grouped in teams of two or more members, can sign up until May 28 (B2 English level required).

The GreenHouse Program helps start-uppers take their first steps, from the idea to its incubation: identifies the innovative potential of an idea; helps build sustainable business models; tests the marketability of a product/service; evaluates its launching on the market.

From 2011 to date, 150 “pre-incubated” teams with over 500 participants!

**Climate-KIC** is the most important European partnership that deals with climate change through innovation. The long-term objective is the transition to a “zero-carbon” economy, towards a prosperous and resilient society. Climate-KIC operates through a network of public/private companies, universities and research centers, NGOs and public institutions (over 200) on four priority topics: Urban Transitions, Sustainable Land Use, Sustainable Production Systems, Decision Metrics and Finance, as well as high-level training programs for students, start-ups and innovators. Climate-KIC is supported by the European Institute of Technological Innovation (EIT) of the European Union.

Climate-KIC is present in Italy with the Climate-KIC Italy branch, based in Bologna, with around 30 partners.

**ASTER** is the consortium between the Emilia-Romagna Region, the Universities, the CNR and ENEA, the trade associations and Unioncamere, which promotes innovation in the production system, the development of structures and services for industrial and strategic research, the collaboration between research and business and the enhancement of human capital involved in these areas.

**TRENTINO SVILUPPO**, a company controlled by the Autonomous Province of Trento, has been a point of reference since 1986 for its business location, the attraction of companies and investments, the development of strategic supply chains and clusters, company innovation, internationalization projects, real-estate/financial “system” interventions. It is the “one stop shop” that assists companies interested in relocating to Trentino, by offering production spaces and buildings, consulting and support services. Its assets include over 1.5 million square meters of industrial sites and production areas and six business incubators (Business Innovation Centers) spread across Trentino, which today host 116 companies with 750 employees and a turnover of approx. 380 million Euros.

**HIT** is a consortium called to enhance the results of Trentino research to the end of promoting innovation and economic development in Trentino. Founding Members: University of Trento, Fondazione Bruno Kessler, Trentino Sviluppo, Edmund Mach Foundation. Its mission is to structure a system of advanced technology transfer of research results to the market (technology push & market pull), accelerate the creation and growth of a hi-tech startup ecosystem, promote the participation of members and local businesses strategic initiatives for innovation and technology transfer at European, national and local level.

Contact: Paola Valandro, Education Lead Italy – p

gro.cik-etamilc(ta)ordnalav.aloa

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<https://magazine.fbk.eu/en/news/startup-and-climate-change-new-call-of-the-climate-kic-greenhouse-program-for-innovative-ideas-with-high-market-potential/>

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