



**TECH4Transport&Logistics Project – “New technologies for the development of the business ecosystem of integrated sea-land logistics from the perspective of environmental sustainability”** – The project aims to strengthen the innovation ecosystem in Campania's transportation and logistics sector by fostering interaction between companies and technology suppliers from an open innovation perspective.

**Partner.** MAR.TE. Sea-Land Logistics S.c.ar.l., Parthenope University of Naples - Department of Business and Quantitative Studies (DiSAQ)

**Project duration.** 12 months

**Budget.** €119,000

MAR.TE. Sea-Land Logistics S.c.ar.l., in collaboration with the Department of Business and Quantitative Studies of the Parthenope University of Naples, has worked on the training project “TECH4Transport&Logistics - New technologies for the development of the business ecosystem of integrated sea-land logistics with a focus on environmental sustainability”. The project proposes a training program to stimulate the creation of technological innovations (i.e., Intelligent Transport System and Industry 4.0) to improve the management of integrated transport and logistics processes from the environmental sustainability perspective.

The project is divided into three activity programs:

1. **animation and scouting** programs to stimulate the birth of entrepreneurial ideas by sensitizing potential creators to propose innovative solutions in the transport and logistics sector;
2. **idea generation** programs to promote and refine business ideas through paths of support to business creation by comparison with experts in ITS and mobility 4.0 to be developed in the transport and logistics sector;
3. **business acceleration** programs to foster the growth of already established start-ups or those in the process of being established and to ensure the matching between companies operating in the transport and logistics sector (demand for innovation) and business players holding technologies (providers of innovation).

The project involved medium and large companies, including Viasat S.p.A., Next Geosolutions S.p.A., Grimaldi S.p.A., and E.M.M. S.r.l.. These companies presented challenges to encourage the development of innovative solutions.

