



BIG DATA FOR SOCIAL AND ENVIRONMENTAL IMPACT PROJECTS: FONDAZIONE CRT AND OGR TORINO WITH MICROSOFT LAUNCH *IMPACT DEAL*, THE FIRST EUROPEAN PROGRAM FOR IMPACT ENTERPRISE ACCELERATION

Turin, 3 February 2022 – **Fondazione CRT** and **OGR Torino** with **Microsoft** confirm their commitment and launch *Impact Deal*, the first **European-scale acceleration program for social and environmental impact enterprises**.

The first Call for Impact Enterprises will be accessible at impactdeal.eu **from 3 February to 3 April 2022**.

The project is implemented in collaboration with **TOP-IX, The Data Science for Social Good Center** headquartered at OGR, **Impact Hub, Ashoka** and **The Data Appeal Company**, and will be developed at OGR Tech, OGR Torino's hub for innovation and applied research.

With *Impact Deal*, Fondazione CRT, OGR Torino and Microsoft are starting a system of tangible actions to **enhance the value of data and data skills**, with the awareness that any initiative – whether public or private – must pursue measurable goals in terms of long-term impact, now and in the future.

Thus, *Impact Deal* is born with the aim of leveraging **data science** applications to spur the **growth of entrepreneurial activities with social and environmental missions**, also favoring the **evolution of more traditional businesses** by integrating existing models and new business paradigms.

Thanks to synergies with partners from corporate and public administration backgrounds, such as **Banca Sella, Fondazione Snam** and **Città di Torino**, participating enterprises will have access to training and mentorship programs, resources, and open and proprietary data made available to accelerate their social and environmental impact.

Following the Call, a group of impact enterprises will be selected to take part in the acceleration program, which will be held in a hybrid format – in person and online – and divided into two phases.

The **first phase**, lasting approximately two months, will deliver targeted training to **provide specific Data Science, Artificial Intelligence and entrepreneurial skills**.

Only a subset of the participating enterprises will then go on to the **second phase**, which will last approximately three months and focus in particular on **business acceleration** through the development of actual projects and solutions **enabled by data**, also thanks to mentorships and strategic collaborations.

A group of companies, organizations, and public and private bodies brought together under the name **Data Club** will play a key role in the program, effectively **making business acceleration possible for the selected impact enterprises, by offering their datasets** in a collaborative perspective, with the goal of generating social and environmental impact. The founding core of the Data Club includes **Banca Sella, Fondazione Snam** and **Città di Torino**.

The second phase of the program will end with a **Demo Day**, during which accelerated enterprises will present their progress to an audience of potential investors with a particular interest in impact investing.



*“Fondazione CRT’s support for social entrepreneurship and the Data for Good movement is going through a further and natural evolution with this new, specific acceleration program, implemented in collaboration with Microsoft,” says **Massimo Lapucci, Secretary General of Fondazione CRT and CEO of OGR Torino.** “Data will be used to create social value at the service of the community, through new collaboration models and strong support for innovation, leading to better quality of life for people. This may also help reduce growing inequalities and encourage the evolution towards a new sustainable balance, within a framework of respect for the environment and more conscious use of the planet’s natural resources.”*

*“Together with OGR Torino and Fondazione CRT, we are looking for innovators who can leverage digital tools to generate a positive impact in Italy, Europe and the world, and step on the accelerator of sustainable change. It is now clear to everyone how an intelligent use of data can be a real driver of development and competitiveness, capable of unleashing the potential of organizations of all sizes and in all industries. Technological innovation – with the Cloud and Artificial Intelligence first of all – now allows us to identify data and insights and to transform them into valuable information, not only to grow one company’s business but also to contribute to a more equitable and sustainable development, protecting the environment and improving everyone’s quality of life,” commented **Matteo Mille, Chief Marketing & Operations Officer at Microsoft Italia.***

The program will develop according to an open and neutral approach, and will foster networking between corporate organizations and impact enterprises, traditional and impact investors, mentors and data science experts to create new public assets and develop new skills. On the one hand, *Impact Deal* will support evolution towards renewed social cohesion, fueling initiatives able to merge financial, social and environmental sustainability; on the other hand, it will allow for the development of specialized professional figures by transferring skills focused on the access to data and their use for long-term impact.

Fondazione CRT

Fondazione CRT, founded in 1991, is a philanthropic organization active in three macro-areas: Art and Culture, Welfare and Environment, Research and Education. It has a strong international vocation, actively participating in the main philanthropic networks, and collaborating with leading organisations from the global philanthropic and impact fields. For ten years it has supported the development of social entrepreneurship in the Euro Med region through collaboration with organisations such as the United Nations, Ashoka and Impact HUB, and has invested and contributed to the development of the data science field through a 30 year collaboration with ISI Foundation as well as contributing to the promotion of the Data for Good movement through its philanthropic networks. <https://www.fondazione crt.it/>

Microsoft

Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

OGR Torino

The 35,000-square-meter structure of OGR Torino was built in the late 19th century to serve as a train repair facility at the heart of Turin, and has been entirely redeveloped by Fondazione CRT – turning into a center for experimentation for art, culture, and scientific, technological and industrial research, according to a unique concept in Europe. In particular, the Tech area has brought to life an innovation hub focused on fields such as artificial intelligence, smart mobility and the blockchain, thanks to a diverse network that includes startups, global business accelerators, national and international companies, investors, and centers specializing in smart data applied research. The goal is to help Italy bridge its current tech gap, leveraging half a billion euros of investments in OGR and the acceleration of 1,000 new startups over the next twenty years. <https://ogrtorino.it/en>



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