

# FINC: a player for sustainability

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# FINC: the origin

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- ◆ The Italian Foundation for New Communications was founded in 1999
- ◆ FINC's mission is to transfer ICTs to the Italian SMEs, in order to amplify and accelerate their competitiveness
- ◆ FINC has collaborated with the best global players in ICT to find out winning solutions
- ◆ The business model is twofold:
  - ◇ Field trials of new solutions with SMEs and Local Public Administration (LPA)
  - ◇ Partnership with Industrial districts

# Some field trials with LPAs

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- ◆ Trial “Area Industriale Piano Tavola” (Catania)
- ◆ Telemonitoring of goods transportation (Video and RFID based) for weight counting along the Catania-Messina route
- ◆ Telesurveillance of Circumvesuviana Railways (Napoli): station and trains
- ◆ Telemonitoring transits of pleasure crafts: first in Santa Teresa di Gallura (Sardinia), and later adopted by many other island’s harbours.
- ◆ Marine security system: SEA Sentinel (Lazio)

# Partnership with Industrial districts

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- ◆ Broadband wireless network (Wimax) for the marine district of Lazio South (Consorzio SIRENA)
- ◆ New ICT services for pleasure boats in Lazio (Consorzio Porti Laziali)
- ◆ ICT for industry development in Viterbo district (Consorzio Ceramiche Viterbesi)

## FINC: the vision at present

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- ◆ Nowadays ICT is THE key innovation enabler in almost any technological domain as well as changed the social behaviour of most of the people in Europe.
- ◆ Europe is looking for leadership in social innovation and creating a “Balanced Progress” framework
- ◆ FINC intends to push progress in social terms, that means progress as fundamentally political and value driven
- ◆ FINC is committed to enlarge the stakeholder community, starting from the citizens and focusses on the so called “Smart Cities”.
- ◆ A disruptive case is the reconstruction of L’Aquila after the hearthquake. Our Proposal to the Italian Gov’t for a Smart Reconstruction, involves all the infrastructures (ICT, transport, energy healthcare) to solve complex societal challenges.

## FINC: the prospects

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- ◆ Zero emission vehicles and smart grids in Smart Cities are among our key engagements
- ◆ HiZEV is an Italian project for high performance electric and full-digital cars, set up by SMEs committed to the leadership in this forthcoming market
- ◆ Citizen empowerment for urban energy distribution and co-production, seeing the city as a System-of-Systems
- ◆ Our R&D&I partners are:
  - ✧ Dipartimento di Ingegneria dell'Università La Sapienza di Roma ([www.uniroma1.it](http://www.uniroma1.it))
  - ✧ POMOS (polo per la mobilità sostenibile) ([www.pomos.it](http://www.pomos.it))
  - ✧ Gruppo Claudia Bettiol e Partners ([www.bettiol-partners.com](http://www.bettiol-partners.com))

# FINC for Smart Cities

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- Made in Italy design for automotive
- Join SMEs Research Centers and Universities
- Cover the high-end niche luxury eco cars (EU, US)
- Develop effective zero-emission full-digital high performance cars

