



Challenge

Packaging 4.0

Preamble

EMEC S.r.l. designs and manufactures state-of-the-art, reliable instruments for water treatment and chemical dosing, tailored for a variety of application sectors. EMEC S.r.l.'s production includes an extensive range of dosing pumps and control systems.

Over the years, the company has grown, developing the necessary expertise to become an established international entity, with 11 branches worldwide and over 300 employees. The Italian headquarters in Rieti spans over 15,000 square meters and employs over 200 people in the design, production, and marketing of the products.

All processes are managed in-house with increasingly high innovation standards, from production to packaging to post-sale services. Special attention is given to the design of packaging for different product lines. In an international context where environmental concerns are becoming more significant, packaging and the transportation of goods have become critical for companies.

Packaging is an increasingly decisive factor for businesses, representing all the activities carried out for the aesthetic, functional, and communicative realization of a product launched and sold in the market. For several years, EMEC S.r.l. has been on the path of renewal and redesign of its packaging, prioritizing innovation, versatility, and durability. The quality of the materials used, cost-effectiveness, lightness, ease of assembly for operators, simplicity of opening, and ease of transport, especially for long-distance shipments, are crucial aspects that convey and strengthen Brand Identity.

Optimized packaging that reduces both the material used in production and waste brings environmental benefits and resource savings. This is because disposal and recycling processes are simplified; the use of environmental resources is optimized, and waste production is minimized. Transport is also facilitated by the reduced volume of the packaging.

Scope of the Challenge

Currently, the company sells over 200,000 products annually, with as many shipments across every continent. Through this challenge, EMEC S.r.l. is seeking innovative packaging solutions related to new materials and design. Specifically, the challenge is to find packaging solutions that meet one or both of the following criteria:

1. **Innovation in existing materials and/or new packaging materials** that ensure:
 - a reduced environmental impact in every element of the packaging (e.g., individual product packaging, use of colors and prints with zero-impact inks);
 - safety during transportation and protection from thermal fluctuations.
2. **Design innovation in packaging** that can be more representative of the company and/or more functional for subsequent assembly stages.

Who can apply

Proposals for innovative solutions can be submitted by:

1. Teams with the following characteristics:
 - Comprising at least three members with expertise aligned with the proposed solution;
 - that have a validated Minimum Viable Product (MVP) or are in the validation phase.
2. Startups and SMEs (Small and Medium-sized Enterprises).

Selection Criteria

The proposed innovative solutions will be evaluated by an Advisory Board appointed by Lazio Innova, consisting of three members as described in Article 7 of Annex I - "Challenge Regulations." The Advisory Board will assess the innovative solution proposals at its sole discretion and will proceed to select the finalists, who will be able to access a mentorship path. This is aimed at precisely focusing the proposed solutions on the expressed needs, making them feasible. Both Lazio Innova and EMEC S.r.l. will provide experts to support the innovators in finalizing the innovative solutions during the mentorship. The Advisory Board will evaluate the innovative solution proposals based on the following criteria:

	Maximum Score
Team Competencies Team Quality (and/or corporate structure) - the composition, expertise, and years of experience.	40
Market Prospects and Business Project The content of the proposal should highlight the level of definition and completeness of the project idea, the breadth of the market, the economic potential, and the business model.	20
Level of Innovativeness The innovativeness of the proposed solution and its ability to meet the needs addressed by the challenge.	40

The top six ranked proposals will be admitted to a structured mentorship program, provided they have achieved a minimum score of 60 points, which is the average of the scores given by each member of the Advisory Board. Depending on the quality of the submitted proposals, Lazio Innova, in agreement with EMEC S.r.l., reserves the right to admit a different number of proposals, other than six, to the mentorship program at its sole discretion, provided they have obtained a minimum score of 60 points.

What we offer

I. **Mentorship Program**, structured to include:

- At least 4 one-on-one meetings aimed at precisely focusing the Innovative Solutions on the needs expressed by EMEC S.r.l.;
- Visits to EMEC S.r.l. headquarters to observe and learn about current packaging processes.

Both Lazio Innova and EMEC S.r.l. will provide industry experts to support finalists in finalizing the Innovative Solutions during the mentorship.

2. **Prizes:** At the end of the mentorship, finalists will present their definitive Innovative Solution Proposals at a dedicated award event – Innovation Day, during which the Advisory Board will evaluate the proposals as per Article 9 of Annex I – “Challenge Regulations”.

To the 1st place winner:

- A cash prize of 20,000 euros.
- Direct access to the Go to Market Program.

To the 2nd and 3rd place winners:

- Direct access to the Go to Market Program.

EMEC S.r.l. will award:

A cash prize of 5,000 euros to the solution most in line with the need expressed by EMEC S.r.l. itself. This prize must be committed to the implementation of a POC aimed at the verticalization of the solution.

Prizes will be awarded in accordance with Articles 10 and 11 of Annex I – "Challenge Regulations".

Participant Commitment

Selected candidates for the Challenge commit to:

1. Participation in the mentorship program.
2. Review and acceptance of Annex I "Challenge Regulations".

How to apply

Interested parties can submit their solutions by filling out the application form available at the following link:

<https://www.f6s.com/packaging-4.0-challenge-europe/apply>

Proposals can be submitted from October 23 until 12:00 PM on January 15, 2023.

Attachments:

- Annex 1- Challenge Regulations "Packaging 4.0";
- Annex 2- Privacy Regulations.