



# INNOVATION HUB

## RUNWAY TO THE FUTURE



[adr.it](https://www.adr.it)



# ADR AND INNOVATION

## A new model of future

From the implementation of the new operating model aimed at promoting the culture of innovation, to the signing of international collaborations in the field of Open Innovation, the creation of the Airport for Innovation network, the launch of the Call for Ideas on 6 specific challenges and the engagement of 10 startups that have brought their projects into the Innovation Hub.

*We enhance the travel satisfaction level through new automated delivery, cleaning and caring solutions.*





# INNOVATION HUB

## Call for ideas

Our new model of widespread innovation of Aeroporti di Roma translates into a hub of excellence aimed at enhancing local and territorial skills by attracting start-ups from all over the world that will have access to a unique opportunity to develop their ideas directly in an industrial hub dedicated to air transport.

*We aim to improve  
passenger experience  
with innovative projects.*

*To discover more about our  
innovation projects, join us to  
[www.adr.it/web/aeroporti-di-roma-en/innovation](http://www.adr.it/web/aeroporti-di-roma-en/innovation)*



# AIRPORTS FOR INNOVATION

“Airports for Innovation” was founded by Aeroporti di Roma and Aena in 2021 with the aim of exploring innovative and sustainable solutions that cover the entire passenger experience. Thanks to the entry of ACA and AIA, the network represents 50 European airports for a level of managed traffic equal to approximately 15% of the total in Europe.

The members of “Airports for Innovation” share the need for a shared approach to define clear and simpler processes and rules, with the aim of bringing innovation from a small scale based on a stand-alone approach to an industrial scale that allows to obtain concrete and consistent benefits. In particular, the signatory parties to the MoU undertake to initiate, carry out research activities and promote innovative solutions aimed at:

shaping a common roadmap for innovation

calculating KPIs on the most relevant innovative projects

improving airport performance indicators

building the startup ecosystem of the “Network for Innovation” through the launch of common “Call for ideas”.

