

Call for Ideas
City of Naples in collaboration with Invitalia S.p.A.
for the 38th America's Cup

Recitals

- Whereas, by Ministerial Decree of 12 August 2022, published in the Official Gazette of the Italian Republic No. 228 of 29 September 2022, the Ministry of Economic Development (now the Ministry of Enterprises and Made in Italy) sought to promote, throughout Italy, the establishment of the so-called “Emerging Technology Houses”, for the purpose of supporting research projects, experimentation and technology transfer aimed at developing products, processes, services, and business and organisational models relating to emerging technologies applied, in particular, to the audiovisual industries, infrastructure, mobility, creative industries and industrial robotics, based on the use and development of ultra-fast and next-generation mobile networks;
- Whereas, by the Public Notice of 17 October 2022, adopted in implementation of the aforementioned Ministerial Decree, the MISE (now the Ministry of Enterprises and Made in Italy) launched a competitive procedure for project proposals submitted by municipalities, as beneficiaries, for the establishment of Emerging Technology Houses;
- Whereas the City of Naples participated in the aforementioned Public Notice by submitting, together with technology partners, the project proposal “Infiniti Mondì - Napoli Innovation City”, which was admitted for funding by Director’s Determination of 28 December 2022;
- Whereas, as part of that experience, the City of Naples promoted the creation of an innovation centre specialising in areas such as the Metaverse, Web 3.0, Gaming and Gamification, Digital Storytelling, Quantum Communications and 5G technologies, fostering the testing of innovative solutions, the development of advanced skills and the strengthening of the local ecosystem in the Cultural and Creative Industries;
- Whereas the experience gained through the “Infiniti Mondì - Napoli Innovation City” project constitutes a significant body of expertise, relationships and good practices for the Municipal Administration, which intends to build on its positive outcomes as a methodological and strategic foundation for promoting new initiatives in support of innovation, entrepreneurship and technology transfer within the city, including through instruments such as this Call for Ideas.

Article 1

Presentation of the initiative

1. The City of Naples, in collaboration with Invitalia S.p.A., is promoting this Call for Ideas with the aim of collecting highly innovative project and business proposals. The ideas must relate to the Blue Economy, with a specific focus on the sailing sector and the related fields of tourism, mobility, sport, sustainability, safety and smart cities.
2. The initiative forms part of a broader programme aimed at leveraging the America's Cup as a strategic driver of innovation, economic growth and territorial attractiveness. In this context, the Call seeks to foster the active involvement of innovators, researchers, start-ups, businesses and talented individuals, encouraging the testing of solutions and models capable of generating value for the local area.

Article 2

Purpose and objectives

1. The America's Cup is an event of major international significance that may represent a unique development opportunity for the host communities, generating substantial positive economic, social and reputational externalities.
2. In connection with the 38th America's Cup, to be held in Naples in spring/summer 2027, the City of Naples intends to promote, in collaboration with Invitalia S.p.A. (hereinafter included among the promoters of the initiative), a Call for Ideas aimed at stimulating the creation and development of initiatives capable of producing a significant economic, social and technological impact.
3. The Call is part of a vision for the sustainable development of the local area, enhancing the role of Naples as a research and innovation hub in the Mediterranean.
4. The Call for Ideas is intended to address certain major economic and social challenges by:
 - stimulating and identifying ideas and projects with high development potential;
 - supporting the selected applicants through a targeted incubation programme comprising acceleration services, mentorship, networking, access to expertise, industrial and financial partners, and testing opportunities;
 - facilitating the transformation of innovative ideas into concrete project proposals that may subsequently be financed by the community of institutional and/or industrial investors.

Article 3

Eligible applicants and services offered

1. The Call is intended to select a maximum of 20 innovative ideas submitted by natural persons or start-ups/spin-offs established no more than six months before the publication date of this Call.
2. Each member of the applicant team must meet the following requirements, failing which the team shall be excluded from the competition:
 - be at least 18 years of age;

- be an Italian citizen or a citizen of an EU Member State or, if a citizen of a non-EU State, hold a valid residence permit;
 - not have been convicted by a final judgment, an irrevocable criminal conviction order, or a judgment applying a sentence upon request pursuant to Article 444 of the Italian Code of Civil Procedure, for the offences referred to in Articles 416, 416-bis, 640(2)(1), 640-bis, 648-bis, 648-ter and 648-ter.1 of the Italian Criminal Code, for offences against the Public Administration, or for any other offence carrying, as an ancillary penalty, disqualification from contracting with the Public Administration;
 - not be employees and/or directors of the City of Naples and/or entities/companies affiliated with or controlled by it (pantouflage/revolving-door restriction);
 - be in compliance with the payment of local taxes (IMU and TARSU) pursuant to the City of Naples' current Programme 100;
 - not be subject to any ground for disqualification, suspension or prohibition under Legislative Decree No. 159/2011, as subsequently amended and supplemented (Code of Anti-Mafia Laws and Prevention Measures);
3. For non-EU natural persons intending to establish a start-up or spin-off in Italy, hold an Italia Startup Visa or have commenced the relevant application process. The winners of the Call will be hosted for six months in premises and facilities made available by the City of Naples within the Real Albergo dei Poveri, which houses the physical and operational spaces created under the Emerging Technology House, as well as in other premises and facilities made available by the promoters of the initiative and/or their partners. The spaces shall be used to carry out the project activities, provided by Invitalia, and initiatives envisaged by the Call.
4. The selected applicants will also benefit from a structured programme of support, guidance and development services comprising the following activities:
- specialist mentorship with experts, researchers, entrepreneurs and companies;
 - networking activities with public and private stakeholders, investors and industrial partners;
 - entrepreneurial empowerment sessions on business design, fundraising, go-to-market and strategic development;
 - advisory services on intellectual property, business models and market strategies;
 - visibility and presentation opportunities at institutional events and initiatives connected with the America's Cup;
 - prototyping and testing support services using the technological assets located within the Real Albergo dei Poveri;
 - guidance services aimed at subsequent applications for incentive schemes managed by Invitalia, including, by way of example only: Smart&Start Italia, Resto al Sud 2.0, ON - Oltre Nuove Imprese a Tasso Zero and Brevetti+. Teams may take part in dedicated meetings with the Agency's partners, including investors, funds, corporations and innovation operators, in order to access additional financing instruments;
 - an invitation for the winning teams to visit the America's Cup team bases in the Bagnoli area during training periods and to meet the teams' innovation managers;
 - a meeting and presentation with one of the leading America's Cup team designers, who will explain to the winning teams the emerging technologies underpinning the boats used in the competition, as well as with a leading AC TV expert, focusing on the innovative technologies used to film and broadcast the races, including telemetry systems installed on the boats and sailors;

- an invitation for the winning teams to take part in a brainstorming session dedicated to developing the America's Cup e-gaming platform (AC E-Series);
- involvement of the winning teams in work with the America's Cup communications group, in order to explore digital storytelling strategies and contribute new ideas and innovative content to be featured during the AC38 event;
- an opportunity for the winning teams to propose methodologies for measuring the impact of AC38 (economic, social, in terms of community pride and participation, etc.), and subsequently collaborate on the study during the event and on the publication of the final reports;
- networking opportunities to meet the event organisation, teams, sponsors, host institutions and other stakeholders, thereby expanding their network of contacts;
- a presentation by the Head of Sustainability of ACE, focusing on the event sustainability strategy and on how participants can contribute ideas and proposals to make it increasingly sustainable;
- the opportunity to present the winning projects within the AC38 race village and fan zones, gaining visibility and recognition, including through on-stage appearances during events;
- publication of dedicated content and stories on AC38 communication channels to showcase and promote the winning projects;
- Any costs incurred in participating in this Call, as well as travel, board and accommodation expenses connected with the envisaged activities, shall be borne by the participants, unless otherwise expressly stated by the promoters.

Article 4

Challenges and areas of intervention

1. Innovative ideas must address one of the following challenges:

- a) **How can the shipbuilding and sailing value chain be strengthened by promoting research and innovation while safeguarding the area's manufacturing tradition?**
 - development of innovative materials for the construction of low-environmental-impact vessels and the manufacture of related equipment and instruments, with particular reference to sailing boats;
 - enhancement of local craft enterprises and maritime traditions through new promotion and training models, creating new economic and social development opportunities;
- b) **How can logistics operations in port areas be automated and made sustainable?**
 - methods and technologies to improve the efficiency of logistics flows involving goods, people and services;
 - digital solutions and intelligent systems to improve the safety, traceability, automation and sustainability of port operations;
- c) **How can tourist flows be enhanced from the perspective of economic and social sustainability?**
 - innovative tools and models for managing tourist flows, enhancing local areas and reducing negative impacts on the urban and social fabric (overtourism);

- systems for promoting sustainable and slow tourism (green transport, local accommodation) and involving the local community;
- d) **How can accessibility be improved from an inclusion perspective?**
- technologies and services to improve accessibility, inclusive mobility and the independence of persons with disabilities;
 - solutions for removing physical, sensory and digital barriers, including accessible information systems, intelligent transport and innovative assistive services;
- e) **How can raw materials and biological resources produced by the sea be protected and enhanced?**
- technological solutions for the sustainable management of marine resources, including digital systems, sensors, marine robotics and data platforms;
 - innovations for the economic enhancement of marine resources, with particular attention to integration between the sea, port and city;
- f) **How can the impact of climate change on the health of the sea and coastlines be measured, monitored and mitigated?**
- monitoring systems and the development of materials and energy recovery systems for water treatment;
 - technologies for ecosystem surveillance and systems for environmental, territorial and atmospheric analysis and monitoring.

Article 5

Deadline and procedures for submitting applications

1. The persons referred to in Article 3 above who intend to participate in the Call must submit, from the date of publication of this Notice and no later than November 15, 2026, to the certified email (PEC) address: **bandi.contributi@pec.comune.napoli.it**, an application for participation, duly signed by the applicant in the case of a natural person or by the legal representative in the case of a company, prepared using the template set out in Annex A;
2. The project must be submitted using the template set out in Annex A. Additional supporting multimedia materials, such as images, videos and demos, may be indicated where they help to define and substantiate the project description;
3. The deadline may be extended and/or amended, in which case notice shall be given;
4. Applications completed in accordance with the template set out in Annex A must:
 - a) describe the project's innovative content, identify the selected challenge and relevant areas, and determine and qualify the expected benefits and impacts;
 - b) demonstrate potential for application, industrial and/or market development;
 - c) describe the applicant's needs, indicating the support and services requested.

Article 6

Evaluation of applications

1. Applications shall be evaluated by a Technical Committee composed of experts appointed by Invitalia, numbering at least three and no more than five, with expertise in innovation, entrepreneurship and emerging technologies, who shall serve without remuneration. Invitalia S.p.A. shall forward to the City of Naples - Employment Support Policies Department - the Committee minutes setting out the evaluation results. Those results shall be approved by a Managerial Order of the Employment Support Policies Department for the purpose of establishing the ranking.
2. Applications shall be assessed by the Technical Committee through a two-stage competitive procedure, as described below.

Stage 1

In Stage 1, submitted applications shall be assessed on the basis of the criteria listed below:

A. Quality and relevance (max. 20 points)

- clarity of objectives;
- consistency with the challenges of the Call;
- level of innovation and originality in relation to the state of the art in the relevant sector;

B. Impact (max. 25 points)

- potential economic, environmental and social impact of the project. A distinguishing feature of the project shall be the ability of the proposal to demonstrate, in a coherent and functional manner, the simultaneous integration of technological innovation, social inclusion and the creation of employment opportunities for young people and women in the area concerned;
- relevance to the applicable field;
- scalability and replicability of the solution;

C. Feasibility and expertise (max. 15 points)

- technical feasibility;
- adequacy of the applicant's expertise;
- development and implementation capacity.

The Technical Committee shall verify the eligibility of applications and their compliance with one of the challenges/areas of intervention specified in the Call, assigning a score for each evaluation criterion listed above.

For each criterion for which a score is awarded, the Committee members shall assign a discretionary coefficient ranging from zero to one, corresponding to the ratings listed in the following table:

RATING	COEFFICIENT	RATIONALE
Wholly inadequate	0	The discussion is entirely absent or does not allow any assessment of the criterion/sub-criterion.

Deficient	0.2	The discussion is deficient and/or the descriptions show that the proposal responds poorly to the criterion under evaluation.
Partially adequate	0.4	The discussion is concise and/or contains gaps, and/or does not fully respond or is not fully suited to the purposes of the Call; the proposal shows sufficient efficiency and/or effectiveness in relation to the criterion/sub-criterion under evaluation when compared with possible alternatives.
Adequate	0.6	The discussion is complete but only just exhaustive or, although exhaustive, not fully complete in relation to the purposes of the Call; the proposal shows a fair degree of efficiency and/or effectiveness in relation to the criterion/sub-criterion under evaluation when compared with possible alternatives.
Good	0.8	The required topics are addressed in full, the constituent elements of the proposal respond well to the purposes of the Call, and the proposal shows good efficiency and/or effectiveness in relation to the criterion/sub-criterion under evaluation when compared with possible alternatives.
Excellent	1	In relation to the criterion/sub-criterion under consideration, the proposal is assessed as excellent. It is fully consistent with the purposes of the Call. Its presentation is more than exhaustive, and every relevant point is explained precisely and with a wealth of useful and effective detail having regard to the nature of the parameter considered.

The coefficients awarded for each criterion shall then be added together and divided by the number of Committee members. The resulting final coefficient shall be multiplied by the maximum score available for the individual criterion, thereby determining the final score for that criterion. In the event of equal scores in the preliminary Stage 1 ranking, priority shall be given to teams of natural persons and corporate structures composed wholly or predominantly of young people under 35 and/or women, and whose time to market is expected to be within 18-24 months from the start of the project. In the event of a further tie, priority shall be given to the project received first in chronological order. The date of receipt of the certified email (PEC) shall be conclusive.

At the end of Stage 1, a preliminary ranking shall be drawn up on the basis of the scores indicated above. The top 20 projects shall proceed to Stage 2.

Stage 2

At the end of Selection Stage 1, the Technical Committee, which may be supplemented by a Panel of Experts appointed by Invitalia S.p.A. and the City of Naples, up to a maximum of three

additional members, shall interview the applicants identified following Stage 1. The interview shall consist of a 10-minute pitch delivered by the applicants, followed by a further 10-minute Q&A session with the Evaluation Committee.

In Selection Stage 2, in addition to further assessment of criteria A-B-C, the soundness of the candidates and their capacity potentially to turn innovative ideas into project proposals shall be evaluated. During this selection stage, the Committee members may award a score from 1 to 10.

1. At the end of Stage 2, a final ranking of candidates shall be drawn up, up to a maximum of 20 proposals selected and admitted to the support programme referred to in Article 3(4) of this Notice.
2. Following the evaluation, where ideas receive the same score, preference shall be given to the proposal with the higher score under criterion B, Impact. In the event of a further tie, preference shall be given to the proposal obtaining the higher interview score (Selection Stage 2).
3. Participation in this Call entails full acceptance of the evaluation criteria and procedures laid down in this Notice.
4. The winning proposals admitted to the Call for Ideas shall be invited to the first meeting presenting the activities. Failure to confirm participation shall result in automatic exclusion from the project and progression down the ranking.
5. Project teams that confirm their participation shall proceed to receive the activities envisaged in points 3 and 4 of Article 3 of this Call, in line with the needs indicated in the project. The City of Naples, including upon a recommendation from Invitalia S.p.A., may verify the progress made by each project team in receiving the activities, and continued unjustified absence may result in the team's exclusion.

Article 7

Confidentiality and processing of personal data

The acquired data shall be processed in compliance with Legislative Decree No. 196/2003 and Regulation (EU) 2016/679 (GDPR), exclusively for the performance of activities connected with this Call, applying the protection measures necessary and appropriate to ensure data security and confidentiality.

Submission of the application presupposes explicit authorisation for the processing of personal data and full acceptance of the provisions of the Call.

Article 8

Intellectual property

The intellectual and industrial property rights in the proposed ideas shall belong to the participants who submitted them.

Each participant assumes the obligation and full responsibility to protect every innovative and/or original aspect of the proposal by such means as they deem most appropriate, in compliance with national and European legislation on intellectual and industrial property.



Article 9

Indemnities and warranties

By submitting the application, each participant expressly declares that the submitted proposal is original and does not infringe, in whole or in part, any third-party rights and/or exclusive rights, and hereby indemnifies and holds harmless the promoters of the Call from any liability, claim for damages and/or penalty asserted by third parties in this regard.

Until the winners are announced, participants shall not license the submitted proposals. Any breach of this requirement shall result in the applicant's automatic exclusion from the Call.

Article 10

Information and contacts

Requests for information and clarification concerning this Call may be sent to the certified email (PEC) address bandi.contributi@pec.comune.napoli.it. Responses may also be provided collectively and in aggregated form through dedicated FAQs. Requests for clarification concerning technical and/or financial matters shall be forwarded by the Department to the partner Invitalia S.p.A. bandi.contributi@pec.comune.napoli.it

FAQs concerning the Procedure shall be published weekly on the website <https://www.comune.napoli.it/>, in the section dedicated to the Call.

Naples, 08/09/2026

The Director
Dr. Giuseppina Sarnacchiaro