

BNP Paribas Cardif

At Open-F@b Call4Ideas 2018 sustainable ideas come alive whereas Italians are increasingly innovative: boom in patent applications and start-ups.

*There's still time (until 22nd October) to take part in **Open-F@b Call4Ideas 2018**, the international competition now in its fifth year; this time it will premiere the three most innovative solutions with a positive social impact on people and on society as a whole*

Every great invention or innovation starts with an idea; but nowadays the difference between a good idea and an outstanding one is its **impact on society**. This is a matter of increasing importance; so much so, in fact, that it's now become the beating heart of **Open-F@b Call4Ideas 2018**, the international competition sponsored by **BNP Paribas Cardif**, one of Italy's top ten insurance companies¹. The competition, now in its **fifth year**, will premiere three of the most innovative ideas for products, services or technologies with a positive impact on people and the community.

The deadline is **22nd October**, and anyone can submit a project (<http://www.insuranceup.it/en/call4ideas>). The three winners, chosen for creativity and highly innovative content, will then be helped by the **R&D team** of **BNP Paribas Cardif** to develop their project and bring it to market, bearing in mind the market's demands and the company's needs.

Over its five-year life **Open-F@b Call4Ideas** has fielded more than **300 submissions** – half of them from outside Italy. Over **60 ideas** have been selected for collaborations of various kinds, and **4 projects developed, in health, mobility and customer experience**, with a total investment of some **€800,000**.

Italians are increasingly innovative: boom in patent applications (+4.1%) and start-ups (+15%)

Are the Italians really a nation of innovators and creators? Well, figures re-elaborated by **BNP Paribas Cardif** in the occasion of **Open-F@b Call4Ideas 2018** would seem to say they are: in the first eight months of 2018 the country saw no fewer than **6,450 industrial patent applications**², **4.1%** more than in the same period last year and **7.8%** more than in 2012. Between January and August the greatest number of applications were recorded from addresses in **Lombardy** (1494), followed by **Piedmont** (790), **Emilia Romagna** (636), the **Veneto** (540) and **Lazio** (**391**); the most dynamic of the individual provinces were **Milan** (1269), **Turin** (776), **Rome** (376), **Bologna** (300) and **Florence** (187).

The Italians' spirit of enterprise doesn't end there: it extends to business as well. At present there are no fewer than **9,647 innovative start-ups**³, **15%** more than at the start of the year. In the last year such young businesses have tended to have four people or fewer (79%), to be in the Services sector (75.8%) and to have a turnover under €100,000 (64.9%). In terms of management, 13.9% have a set-up mainly run by women, and a fifth (20.2% of the total) are start-ups where a majority of managers are under 35 years old. As in the case of patents, it's **Lombardy** that has the highest actual number, with **2,368 innovative start-ups** (24.5% of the national total), followed by **Lazio** with 1,027 (10.6%), **Emilia Romagna** with 919 (9.5%), the **Veneto** with 858 (8.9%), **Campania** with 734 (7.6%), **Sicily** with 508 (5.3%) and **Piedmont** with 488 (5.1%). Of provinces, the most dynamic was again **Milan** (1,669 new firms), followed by **Rome** (916), **Naples** (330), **Turin** (316) and **Bologna** (313).

¹ ANIA rankings 2017

² Source: the Italian patent office **UIBM**.

³ Source: the special section of the Companies Register. Figures for 01 October 2018.

Open-F@b Call4Ideas 2018 - The project

Open-F@b Call4Ideas is an Open Innovation contest open to anyone with an innovative idea (start-ups, scale-ups, innovative businesses, entrepreneurs, students, &c.). It was first launched in 2014 by **BNP Paribas Cardif** in collaboration with **InsuranceUp.it**. This year it concentrates on innovative ideas and technological solutions with a **positive social impact on people and the community as a whole**, and all the finalists – selected by the Assessment Panel made up of executives from the **BNP Paribas Group** and **BNP Paribas Cardif**, academics in the digital technology field and other experts – will present their projects in person in Milan, at the final event to be held in November. The winners will be chosen from those finalists, the three whose ideas have the greatest innovative content. Then the R&D team of **BNP Paribas Cardif** will help them to develop their projects and bring them to fruition, bearing in mind the demands of the market and the company's requirements. All the finalists will also be entered in the **Medici** database and will benefit from a dedicated package of marketing services; they will be introduced to the **C Entrepreneurs Fund**, the venture capital arm of BNP Paribas Cardif, and will be included on the **Scoop** Open Innovation platform of the BNP Paribas Group's International Financial Services division.

Entries should be submitted by 22nd October 2018 by registering at <http://www.insuranceup.it/en/call4ideas>

About BNP Paribas Cardif

World leader for creditor insurance*, BNP Paribas Cardif plays an essential role in the lives of insured customers, providing them with savings and protection solutions that let them realize their goals while protecting themselves from unforeseen events. As a committed enterprise, BNP Paribas Cardif strives to have a positive impact on society and make insurance available to the largest possible number of people. In a world shaped by the emergence of new uses and lifestyles, the company, a subsidiary of BNP Paribas, has a unique business model anchored in partnerships. It co-creates solutions with almost 500 partners distributors in a variety of sectors (banks and financial institutions, automotive companies, retailers, telecommunications companies, energy companies, Independent Financial Advisors and brokers...) who then market the products to their customers. BNP Paribas Cardif is a recognized global specialist in personal insurance, serving 100 million clients in 35 countries with strong positions in three regions – Europe, Asia and Latin America. BNP Paribas Cardif also plays a major role in providing financing for the economy. With over 10,000 employees** worldwide, BNP Paribas Cardif had gross written premiums of €29.7 billion in 2017.

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* Source: Finaccord - 2017

**Headcount of legal entities managed by BNP Paribas Cardif: nearly 8,000 employees

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