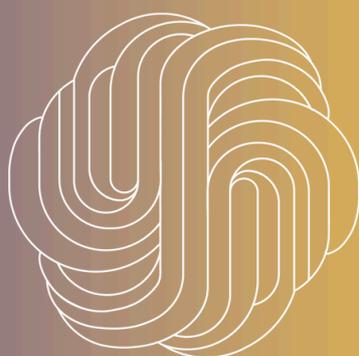


SELECTION CRITERIA

SMAU INTERNATIONAL

MILAN
5TH - 6TH NOVEMBER



UA EU
CLUSTER_5.0



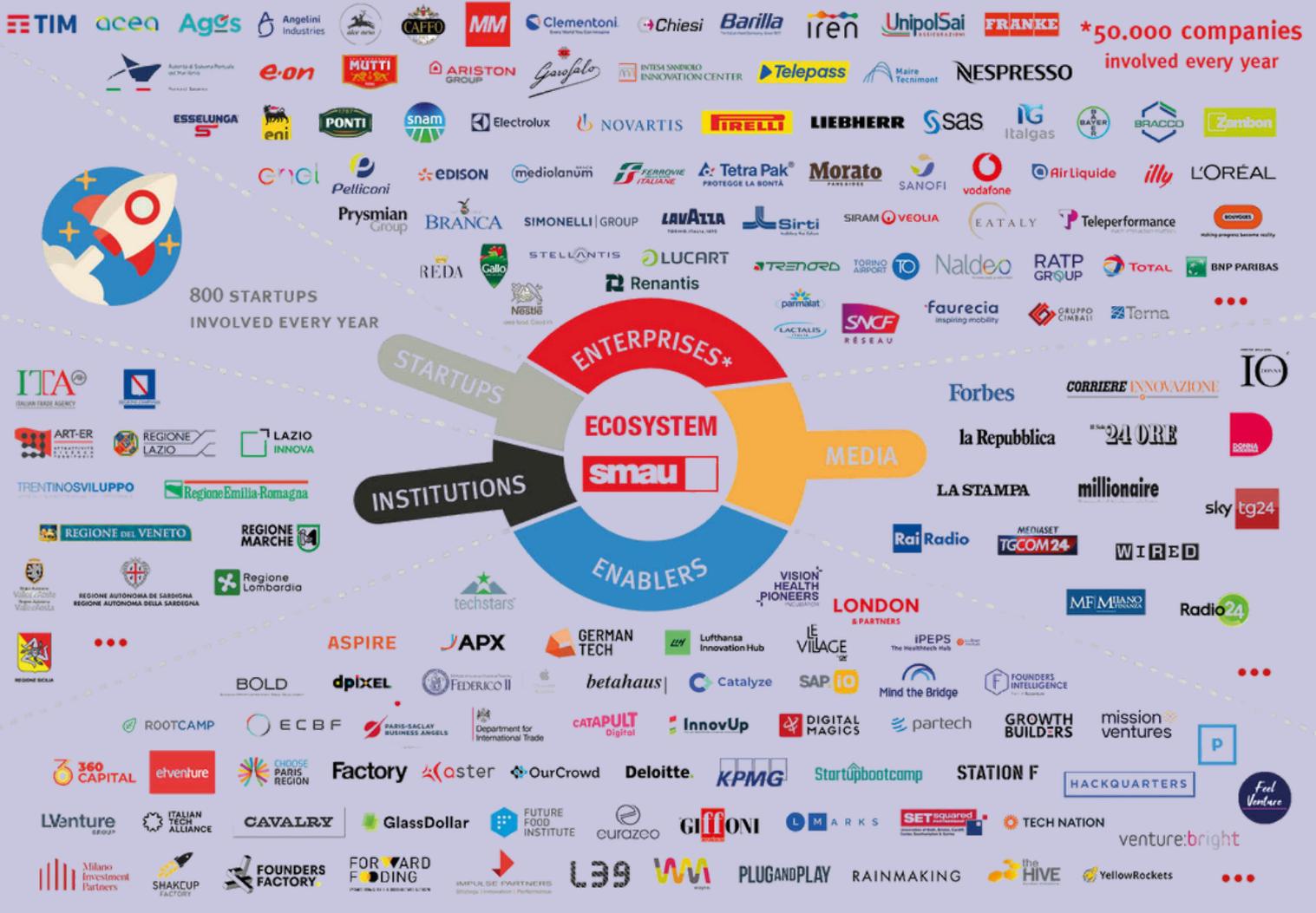
Co-funded by
the European Union



WELCOME TO

smau

05th & 06th of November 2025





#ABOUT THE EVENT

THE UA_EU_CLUSTER5.0 PROJECT

The **UA_EU_CLUSTER5.0** is a project co-funded by the European Union that aims to strengthen collaboration between the Ukrainian and European innovation ecosystems.

The project involves strategic partners including **X23 Srl - The Innovation Bakery, ICI Cluster, Madan Parque Science and Technology Park, Chernihiv IT Cluster, AFIL**, and the **University of Bergamo**.

SMAU MILANO 2025 EVENT

Dates: November 5-6, 2025

Location: Allianz MiCo - GATE 3, Viale Eginardo, Milano

Hours: 9:30 AM - 5:30 PM

SMAU Milano represents the main international meeting point for innovation leaders in Italy, bringing together over **50,000 companies involved annually in an ecosystem** that includes:

- **160+ innovative startups** with B2B solutions already on the market
- **Major Italian companies engaged in Open Innovation**
- **National and international innovation enablers**
- **Public institutions** and innovation agencies
- Specialized **media** and business press

OPPORTUNITIES FOR PARTICIPANTS

The UA_EU_CLUSTER5.0 project will offer the **selected SMEs**:

1. **B2B Matchmaking Event** - Targeted networking with the SMAU innovation ecosystem;
2. **Open Innovation Lab** - Access to challenges from approximately 20 major corporations;
3. **Access to the fair and networking opportunities** with the participants;
4. **Tailored support** to participate to SMAU (pitching sessions and support);
5. **Training and business cases analysis** opportunities.





#SELECTION PROCEDURE PHASE ONE

Before evaluation, each application must meet the following **MANDATORY REQUIREMENTS**:

- **Be an SME** (Small/Medium Enterprise) according to EU criteria
- **Operate in technology/innovation sectors**
- **Interest in adopting the I5.0 and I4.0 technologies** if not yet integrated into the business
- Be based in **Ukraine, Italy, Portugal**
- Be affiliated with one of the project partner clusters (**AFIL, MADAN Parque, ICI Cluster, or Chernihiv IT Cluster**)
- Complete registration form by **August 20, 2025**
- Availability to participate in the event for both days (November 5-6)
- Commitment to participate in the preparatory webinar





#SELECTION PROCEDURE PHASE TWO

The evaluation process employs a two-tier scoring system combining **basic eligibility criteria** with **comprehensive innovation assessment**.

| BASIC ELIGIBILITY CRITERIA | | POINTS |
|---|---|-----------|
| LEVEL OF ENGLISH | Participant rates their English proficiency 3 or higher (on a scale from 1 to 5). | 10 |
| TYPE OF SERVICE/PRODUCT OFFERED IN THE FRAMEWORK OF I5.0 | <p>The offer is specifically described (not generic like "IT solutions") and clearly contributes to one or more of the following:</p> <ul style="list-style-type: none"> • Industry 5.0 • Twin Transition • Sustainability • Resilience • Human-centric innovation <p>Generic or vague answers in the registration form equals to 0.</p> | 10 |
| TYPE OF SERVICE/PRODUCT REQUESTED IN THE FRAMEWORK OF I5.0 | <p>The answer clearly specifies what the company is seeking (e.g. technologies, partners) and shows intent for cooperation (e.g. pilots, EU market access).</p> <p>Empty or generic answers like "contacts" or "ideas" in the registration form equals to 0</p> | 10 |
| MOTIVATION | <p>Answer must reflect at least one of the following:</p> <ul style="list-style-type: none"> • Clear cooperation interest • Relevance to Industry 5.0 / Twin Transition • Cross-border goals (EU-UA) • Strategic objectives beyond general "networking" <p>Empty or generic answers like "contacts" or "ideas" in the registration form equals to 0</p> | 10 |





#SELECTION PROCEDURE PHASE TWO

| INNOVATION ELEGIBILITY CRITERIA | | MAX POINTS |
|--|--|---------------|
| ADOPTION OF 14.0 AND 15.0 TECHNOLOGIES | <p>Advanced (8-10 points)</p> <ul style="list-style-type: none"> • Complete integration of Industry 4.0/5.0 technologies (IoT, AI, Digital Twin, Advanced Analytics) • Implemented and functioning cyber-physical systems • Use of emerging technologies (AI, Machine Learning, Blockchain) <p>Intermediate (5-7 points)</p> <ul style="list-style-type: none"> • Partial implementation of digital technologies • Automation and digitalization systems in progress • Adoption of basic cloud platforms and analytics <p>Basic (2-4 points)</p> <ul style="list-style-type: none"> • First steps towards digitalization • Legacy systems with limited technological upgrades • Basic digital competencies present <p>Minimal (0-1 points)</p> <ul style="list-style-type: none"> • Poor or no digital integration • Predominantly manual/traditional processes | 10 |
| INTERNATIONAL SATION LEVEL | <p>Limited International Presence (8-10 points)</p> <ul style="list-style-type: none"> • Purely domestic operations with no international activities • No export experience or international partnerships • <p>Emerging International Activity (5-7 points)</p> <ul style="list-style-type: none"> • Occasional exports or sporadic international projects • Basic international market knowledge <p>Moderate International Presence (2-4 points)</p> <ul style="list-style-type: none"> • Regular export activities to 1-3 countries • Established international partnerships in specific regions • Some international market experience <p>Extensive International Operations (0-1 points)</p> <ul style="list-style-type: none"> • Well-established presence in multiple international markets • Strong export portfolio and international partnerships | 10 |





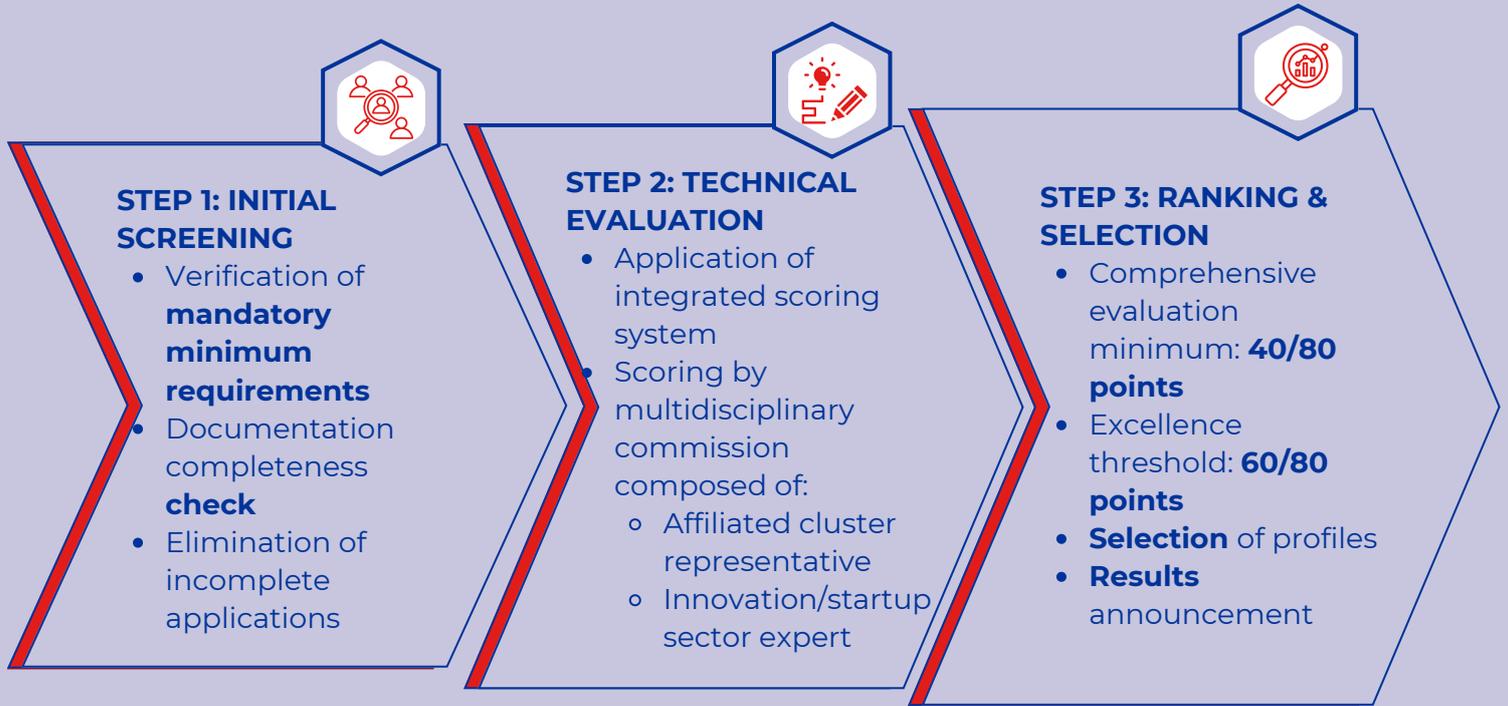
#SELECTION PROCEDURE PHASE TWO

| INNOVATION ELEGIBILITY CRITERIA | | MAX POINTS |
|---|--|---------------|
| SUSTAINABILITY INTEGRATION | <p>Advanced Sustainability (8-10 points)</p> <ul style="list-style-type: none"> • Core business model centered on environmental/social sustainability • Certified sustainability standards (B-Corp, ISO 14001, SDG alignment) • Measurable positive impact on environmental or social challenges <p>Moderate Sustainability (5-7 points)</p> <ul style="list-style-type: none"> • Sustainability practices implemented in key business areas • Environmental or social impact initiatives in place • Some sustainability certifications or ongoing certification processes <p>Basic Sustainability (2-4 points)</p> <ul style="list-style-type: none"> • Initial sustainability practices or awareness • Limited environmental/social impact initiatives <p>Minimal Sustainability (0-1 points)</p> <ul style="list-style-type: none"> • No significant sustainability practices • Limited awareness of environmental/social impact • No sustainability integration in business model | 10 |
| GENDER DIVERSITY AND INCLUSION | <p>Exemplary Diversity (9-10 points)</p> <ul style="list-style-type: none"> • Female-led company (CEO/Founder) or gender-balanced leadership team (40%+ women) • Demonstrated commitment to gender equality in hiring and promotion <p>Strong Diversity (7-8 points)</p> <ul style="list-style-type: none"> • Significant female representation in management roles (25-39%) • Gender-inclusive policies and practices in place <p>Moderate Diversity (4-6 points)</p> <ul style="list-style-type: none"> • Some female representation in key roles (15-24%) • Basic equal opportunity policies <p>Basic Diversity (2-3 points)</p> <ul style="list-style-type: none"> • Minimal female representation in leadership (10-14%) <p>Limited Diversity (0-1 points)</p> <ul style="list-style-type: none"> • Very low or no female representation in leadership (<10%) • No specific diversity initiatives or policies | 10 |





SELECTION PROCESS



TIMELINE

| DATE | MILESTONE |
|----------------------|-----------------------------------|
| AUGUST 20TH | Registration Deadline |
| AUGUST 21ST - 25TH | Screening and evaluation |
| AUGUST 30TH | Results Communication |
| SEPTEMBER 5TH | Participation Confirmation |
| SEPTEMBER/OCTOBER | Preparatory Activities |
| NOVEMBER 5TH AND 6TH | Participation to SMAU Milano 2025 |





REGISTER NOW!



REGISTRATION FORM IN UA



<https://forms.gle/ij9PQFo2gmJaXF9v8>



REGISTRATION FORM IN PT



<https://forms.gle/ij9PQFo2gmJaXF9v8>



REGISTRATION FORM IN IT



<https://forms.gle/ySFfTYvfw3gQyQid8>



APPLICATION DEADLINE

20TH OF AUGUST





UA EU CLUSTER_5.0

WANT TO KNOW MORE?

EU_UA_CLUSTER5.0



<https://www.linkedin.com/company/ua-eu-cluster-5-0/>



info@x-23.org

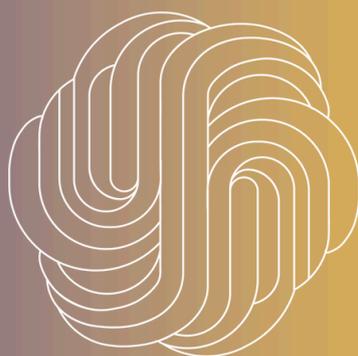


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