

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/PRODU CT 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/PRODU CT 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 ELIGIBILITY CRITERIA		MAX POINTS
ADOPTION OF I4.0 AND I5.0 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
INTERNATIONALI 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





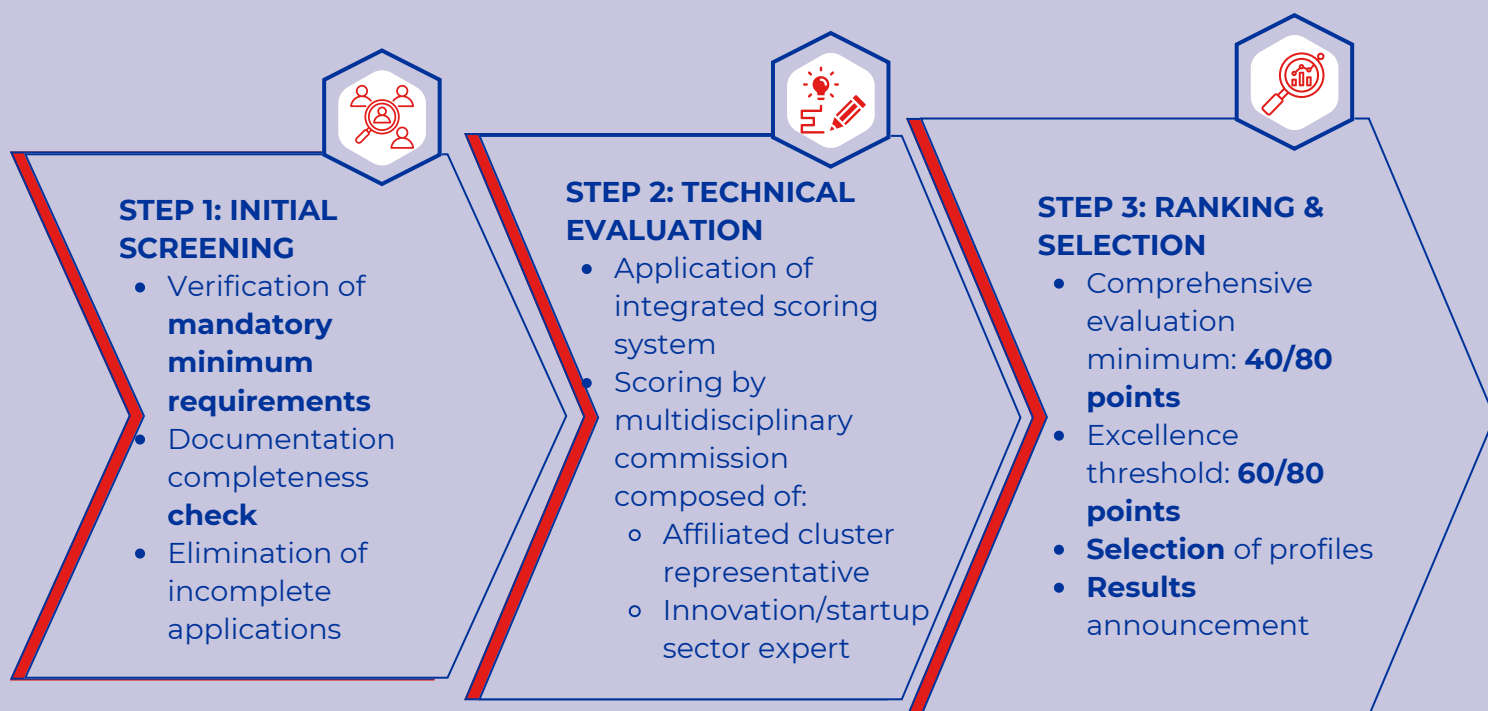
#SELECTION PROCEDURE PHASE TWO

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





UA EU CLUSTER_5.0

REGISTER NOW!



REGISTRATION FORM IN UA



<https://forms.gle/ij9PQFo2gmJaXF9v8>



REGISTRATION FORM IN PT



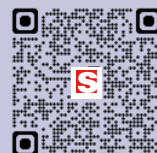
<https://forms.gle/ij9PQFo2gmJaXF9v8>



REGISTRATION FORM IN IT



<https://forms.gle/ySFfTYvfw3gQyQid8>



APPLICATION DEADLINE

20TH OF AUGUST



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WANT TO KNOW MORE?

EU_UA_CLUSTER5.0



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



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www.ua-eu-cluster-partnership.eu

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