

**REDINN**

Rete Europea Dell'Innovazione

**Booklet**

**2025**

# Summary



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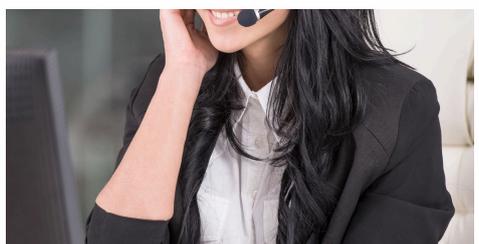
**Value Proposition**



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# About REDINN

- A European innovation company empowering research and development.
- Expert in innovation management and strategic project support.
- Trusted partner for public and private innovation initiatives.
- Supporting SMEs and research sectors across European regions.



## Where?

- Headquartered in active across all European countries.
- Operating from Italy with strong European project presence.
- Based on reaching innovation ecosystems across Europe.
- Italian roots with broad international and regional project outreach.
- Present in EU networks, clusters, and innovation platforms.
- High-growth knowledge-driven enterprise based in Rome, Italy.



# What is REDINN ?

- Innovation consultancy supporting research and development excellence.
- Expert in technology transfer and EU project coordination.
- Provider of communication, dissemination, and ICT innovation services.
- Strategic partner for innovation in public-private collaboration.
- Specialist in product, process, and organizational innovation design.



## How?

- Works through advanced methodologies and strategic project planning.
- Delivers results using innovative tools and ICT solutions.
- Engages stakeholders via effective communication and dissemination strategies.
- Collaborates with industries, researchers, and European funding programmes.
- Implements tailored innovation paths for sustainable project growth.



# When did REDINN start and grow?

**REDINN:** Set up in 2011, growing rapidly each year.

**REDINN:** Started doubling turnover annually through innovation excellence.

**REDINN:** has expanded across Europe through strategic partnerships.

**REDINN:** Founded scaling innovation support services continuously.

**REDINN:** Began now a leading European innovator.



# Welcome to REDINN

Since our founding in 2011, **REDINN** has been dedicated to advancing innovation through strategic partnerships and collaborative research across Europe and beyond. As a knowledge-intensive SME based in Rome, we are proud to work alongside public institutions, research centers, and industry leaders to co-create solutions that drive sustainable growth, digital transformation, and social impact.

To our new partners: you are joining a dynamic network committed to excellence, transparency, and tangible results. Whether you're engaging in Horizon Europe, LIFE, or cross-border initiatives, our team is ready to bring value, experience, and creativity to every stage of your journey.

As active contributors to LIFE and sustainability-driven projects, **REDINN** proudly collaborates with institutions and innovators addressing Europe's most pressing environmental challenges. Our mission is to support impactful, scalable solutions — from water resilience to circular economy transitions.



**Donatella Santoro**  
**CEO, REDINN**

With a strong track record in Horizon Europe and previous FP7/H2020 programmes, **REDINN** supports research institutions and consortia in delivering excellence, innovation, and long-term value.

As new partners, you're joining a collaborative network where knowledge, creativity, and policy meet action. From proposal design to communication strategies and exploitation, we're here to strengthen your project's impact across Europe and globally.



# Mission

We specialize in EU project design, innovation management, technology transfer, and strategic communication. From Horizon Europe to LIFE and global cooperation, we guide partners through every stage – from concept to execution. Our mission is to drive sustainable growth, digital transformation, and inclusive development across sectors by delivering tailored, high-impact solutions that turn research into action.



# Vision

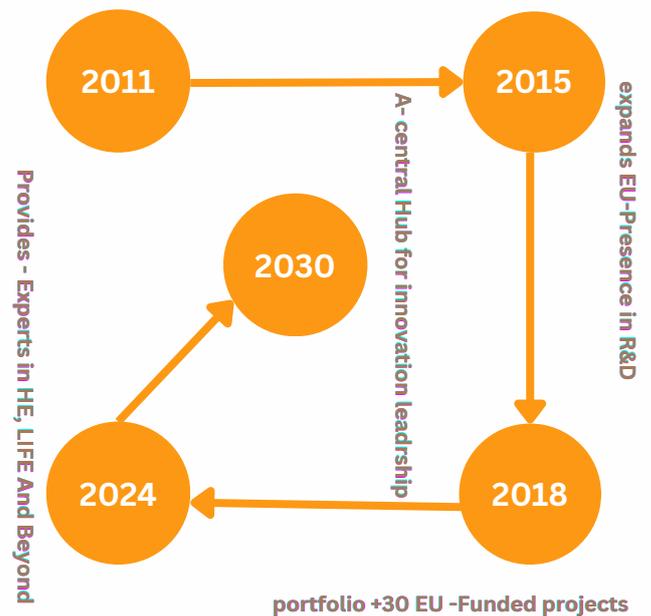
**REDINN** aspires to be a global catalyst for collaboration, connecting science, industry, and policy to solve Real World Challenges. We aim to expand our network of innovators, scale transformative ideas, and foster resilience across communities. Through strategic leadership and bold partnerships, **REDINN** seeks to build a legacy of impactful change across Europe and beyond.



# Milestones

Since its founding in 2011, **REDINN** has evolved from a national innovation consultancy into a strategic European player, leading and supporting high-impact research and development initiatives. With a consistent record of growth, including a doubling of turnover year-on-year, **REDINN** has built a strong portfolio across Horizon Europe, LIFE, and global cooperation frameworks. Our team of experts has contributed to more than 30 EU-funded projects, supporting partners in innovation management, technology transfer, strategic communication, and policy alignment.

founded in Rome as an innovation Consultancy



Our value lies in turning ideas into action. **REDINN** delivers tailored solutions that strengthen proposals, accelerate implementation, and ensure long-term sustainability and visibility. We serve as a trusted bridge between research, business, and policy.

By 2030, **REDINN** aims to become a central hub for innovation leadership in Europe, expanding its network across five continents and influencing key EU missions related to climate, health, food systems, and digital transformation.



short list of REDINN international partners

# Meet the REDINN Team



## Donatella Santoro

### Chief Executive Officer (CEO)

*Leads REDINN's strategic direction, fostering partnerships and driving innovation impact.*



## Leonardo Piccinetti

### Co-Founder and innovation lead

*Oversees international cooperation, EU project leadership, and policy alignment.*



## Maghraby Elseify

### Communication Consultant

*Manages dissemination, stakeholder engagement, and public outreach across all projects.*



## Mauro Amoruso

### Junior Researcher

*Supports R&D, data analysis, and knowledge generation within EU projects.*



## Lesley Tobin

### Project Manager

*Coordinates project implementation and partner collaboration at the operational level.*



## Fabio Buccolini

### Innovation Expert

*Specializes in technology transfer, innovation ecosystems, and business modeling.*



## Maria Lima Toivanen

### Innovation Expert

*Focuses on sustainability-driven innovation and EU funding strategies.*



# REDINN Dashboard



2011 – Rome, Italy



Innovation Management, EU Projects.



7 Core Experts



SME – Knowledge-Intensive Company



Doubling turnover year-on-year



Research, SMEs, Public Sector, Academia



R&D Project Design, C & D, ICT, CB



Europe-wide (EU member states + MED cooperation)



Coordinator, WP Leader, Communication/Dissemination Partner



30+ EU-funded (Horizon, LIFE, FP7, MSCA)



Circular Economy, Sustainability, Digital Transformation



English, Italian, العربية, Spanish, French (multilingual team)



Approx. 4.3 tonnes CO<sub>2</sub>e/year



<https://www.redinn.it>



15+ scientific publications

## Our Innovation Footprint



# Selected Projects



## Se4All

Start Date : Sep 2021

 Sep-2025



Spain  
UAB



[se4allproject.eu](https://se4allproject.eu)

## Se4All – Se-Biofortified Alfalfa for Se-Enriched Dairy Products

Se4All aims to enhance the nutritional quality of dairy products by optimising the concentration and bioavailability of Selenium (Se) through biofortified alfalfa. The project promotes cross-sector collaboration across Europe and Latin America, improving food security, animal nutrition, and human health.

**UAB**  
Universitat Autònoma  
de Barcelona



Know more about our partners click on each logo



Co-funded by the Horizon 2020 Framework Programme of the European Union - Marie Skłodowska-Curie actions© All rights reserved GA N° 101007630

## REDINN-Role

**REDINN** leads the communication, dissemination, and stakeholder engagement activities in Se4All. It ensures the project's visibility, promotes knowledge transfer across regions, and supports collaboration between researchers, industry, and policymakers. REDINN also contributes to innovation exploitation strategies, maximizing the impact of biofortified dairy solutions across Europe and Latin America.





Start Date: Sep 2021

 Sep-2025



Poland  
UPWr



<https://seasonedproject.eu>

### Food Sensory Science Research

SEASONED is a collaboration between Wrocław University of Environmental and Life Sciences (UPWr) and leading universities and research companies from Spain, Denmark, and Italy, aimed at improving the knowledge and skills of the research and administrative staff at UPWr's Faculty of Biotechnology and Food Science (FBFS) in the field of sensory evaluation of food and consumer behaviour.

# SEASONED



UNIWERSYTET  
PRZYRODNICZY  
WE WROCŁAWIU



UNIVERSITAS  
Miguel Hernández



Know more about our partners click on each logo



Funded by  
the European Union



Some of SEASONED Advisory Board

### REDINN-Role

**REDINN** leads the communication, dissemination, and stakeholder engagement activities in Se4All. It ensures the project's visibility, promotes knowledge transfer across regions, and supports collaboration between researchers, industry, and policymakers. REDINN also contributes to innovation exploitation strategies, maximizing the impact of biofortified dairy solutions across Europe and Latin America.





**Start Date: Sep 2024**



**Poland**  
The University  
of Warsaw (UW)



<https://www.pathfood.eu>

### **Revolutionizing selenium-enriched functional food**

PATHFOOD is an EU funded, Horizon Europe Twinning project that aims to revolutionise the field of selenium-enriched functional food, aligning with the European Union's strategic objectives for sustainable development, public health improvement, and socioeconomic growth, thereby strengthening the University of Warsaw's (UW) standing as a leading institution in this research domain. It is a conduit for knowledge transfer and capacity building with internationally leading partners.

# PATHFOOD



**UAB**  
Universitat Autònoma  
de Barcelona



**Funded by  
the European Union**



Some of PATHFOOD Advisory Board

### **REDINN-Role**

**REDINN** supports PATHFOOD through project management, communication, and dissemination. As an expert in R&D project coordination, REDINN ensures effective collaboration across partners and maximizes the project's impact by promoting research outcomes to industry stakeholders and the broader LCA communities.





Start Date: Sep 2022



Slovenia  
Jozef Stefan



<https://www.fisheustrust.org>

# FishEUTrust



This project has received funding from the European Union's Horizon Europe programme under grant agreement no. 101060712



Some of FishEUTrust Advisory Board

## Enhancing Trust in EU Fish Sources

FishEUTrust will establish five Co-creation Living Labs in the Mediterranean Basin, the North Sea and the Atlantic Sea. These will enable innovation and process validation and demonstrate the project's supply chain solutions. Examples of supply-chain innovation include creating sustainable business models, protecting cultural and culinary heritage, short food supply chains, exploiting underused fish species, and innovative engagement activities to stimulate positive consumer behaviour.

## REDINN-Role

REDINN supports FishEUTrust through project management, communication, and dissemination. REDINN ensures effective collaboration across partners and maximizes the project's impact by promoting research outcomes to industry stakeholders and the broader LCA communities.





Start Date: June 2021

May 2025



Dr. Gro Bjerg  
NORCE Research Centre, Norway

Norway  
NORCE  
Research Centre



<https://www.oxipro.eu>

### Diversifying Enzymes for Greener Products

The EU-funded OXIPRO project will explore oxidoreductases – a promising yet underexploited solution for enhancing sustainability. Oxidoreductases are versatile with wide ranging applications, including creating value from waste, replacing harmful oxidisers, and enhancing the appearance, quality, and durability of consumer products.

# OXIPRO



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000607.

### Project-Publications



More please visit [OXIPRO Zenodo](#)

### REDINN-Role

REDINN supports OXIPRO through project management, communication, and dissemination. As an expert in R&D project coordination, REDINN ensures effective collaboration across partners and maximises the project's impact by promoting research outcomes to industry stakeholders and the broader LCA communities.





Start Date: Oct 2023

March, 2027



# LIFE ELEKTRA



Know more about our partners click on each logo

Spain



<https://elektralifeproject.eu>



Co-funded by the European Union

Co-funded by European Union Life Programme Reference N° LIFE22-ENV-ES-LIFE-ELEKTRA/101113771

## Circular economy applied to nitrate removal hydrogen generation and waste recovery in drinking water

The main objective of the LIFE ELEKTRA project is to reduce the concentration of nitrates in the entire water cycle, co-creating an integrated, innovative, simple, economical, sustainable and transferable system. The project system will be based on the use of electrochemical denitrification to remove nitrates and convert them into nitrogen gas, while enhancing the decarbonisation of the process through renewable integration analysis focused on photovoltaics and hydrogen and other optimisation means.

## REDINN-Role

**REDINN** in the LIFE ELEKTRA project Coordinates Communication Activities, Dissemination of Results, and Market Replicability





# LIFE TURBINES

Start Date : Oct 2023

March, 2027



empresa mixta metropolitana, s.a.



Spain



<https://turbineslifeproject.eu>



Co-funded by the European Union

Co-funded by European Union Life Programme Reference N° LIFE22-CCM-ES-LIFE-TURBINES/101113749

## TRANSFORMING CLEAN ENERGY, Electricity generation from dissipated energy in urban drinking water networks

The main objectives of the project are to boost the development of smart cities, and to demonstrate in a real environment a technology for generating electrical energy from a renewable resource – i.e. 100% clean energy obtained from the drinking water supply network in urban areas by turbination.

### REDINN-Role

**REDINN** in the LIFE TURBINES project Coordinates Communication Activities, Dissemination of Results, and Market Replicability





Grant agreement ID: 778325

Status  
Ended

31 October 2023

## NEOSETAC

The NEOSETAC project demonstrated the anti-cancer therapeutic potential of a novel Selenium-based.



Project closed

[NEOSETAC ON CORDIS](#)



Grant agreement ID: 642354

Status  
Ended

31 January 2017

## BlueSCities

BlueSCities aims to develop the methodology for a coordinated approach to the integration of the water and waste sectors within the 'Smart Cities and Communities' EIP.



Project closed

[BlueSCities ON CORDIS](#)



Grant agreement ID: 645730

Status  
Ended

31 May 2019

## CLUSDEV MED

The proposal lies within priority research & innovation topics in EU-Mediterranean cooperation, as highlighted in several past projects and policies recommendations, i.e. within the MOCO - Monitoring Committee for Euro-Mediterranean Cooperation in RTD.



Project closed

[CLUSDEV MED ON CORDIS](#)



Grant agreement ID: 608740

Status  
Ended

31 August 2015

## NMP-DELA

NMP-DeLA project is to develop a series of activities between European and Latin American countries, aiming to strengthening the local research and training potential, as means to achieve the goal of deployment of Nanomaterials technologies on those areas of major social challenge in Latin America: energy, water and Health.



Project closed

[NMP-DELA ON CORDIS](#)

# REDINN Carbon Footprint Dashboard

## Our Commitment to Sustainability



### Business Air Travel

2.5 tonnes CO<sub>2</sub>e/year



### Local Transport

0.4 tonnes CO<sub>2</sub>e/year



### Office Energy Use

1.2 tonnes CO<sub>2</sub>e/year



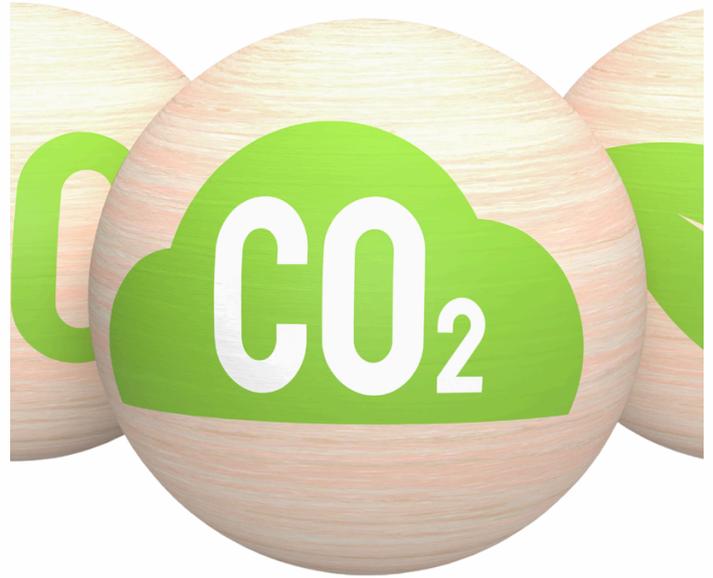
### Digital & Dissemination

0.2 tonnes CO<sub>2</sub>e/year



### Total Footprint

Approx. 4.3 tonnes CO<sub>2</sub>e/year



## Evaluation & Reduction

REDINN's estimated carbon footprint of approximately 4.3 tonnes CO<sub>2</sub>e annually is significantly below the global per capita average of 6.5 tonnes CO<sub>2</sub>e, reflecting our lean operations and sustainability commitment. Over the next three years, we aim to reduce our footprint by 40% through practical steps: limiting air travel by prioritizing virtual meetings, adopting 100% renewable energy in our office, and fully digitizing project dissemination materials. By embedding sustainability into every project and internal practice, REDINN is dedicated to becoming a carbon-conscious innovation leader, fully aligned with European Green Deal objectives and global climate goals.

### References

Our calculation is based on publicly available carbon emission factors provided by recognized organizations such as the UK Department for Business, Energy & Industrial Strategy (BEIS) and the International Civil Aviation Organization (ICAO) for travel emissions, and the International Energy Agency (IEA) for office energy consumption. The global average CO<sub>2</sub> emissions per person (6.5 tonnes/year) is sourced from the Global Carbon Atlas 2023 and Our World in Data.

[Global Carbon Atlas](#)

[Our World in Data](#)

[ICAO Carbon Emissions Calculator](#)

[International Energy Agency \(IEA\), Global CO<sub>2</sub> Emissions](#)



# REDINN's Thematic Pillars

## Green & Circular Economy



**REDINN** actively supports EU projects focusing on environmental sustainability, resource efficiency, and circular economy models. Through LIFE projects like ELEKTRA and TURBINES, REDINN contributes to innovative solutions for water management, renewable energy, and waste reduction.

## Sustainability & Climate Action



**REDINN** aligns its projects with the European Green Deal and global climate goals, helping partners integrate decarbonisation strategies, green technologies, and resilience-building into research and innovation projects across multiple sectors.

## Research & Technology Transfer



**REDINN** With a strong focus on Horizon Europe and MSCA projects, REDINN fosters knowledge transfer, commercialisation pathways, and bridges between academia and industry. We help accelerate the market uptake of new technologies through strategic project design and dissemination.

## Food Systems & Nutrition



**REDINN** is involved in projects like Se4All, PATHFOOD, and FishEUTrust, which focus on healthier, more sustainable food systems, biofortification, and innovative Food Systems & Nutrition supply chains, supporting better nutrition, food security, and consumer trust

## Smart Cities & Energy



**REDINN** promotes urban innovation and clean energy solutions through projects such as LIFE TURBINES, enhancing smart city infrastructure, renewable energy use, and efficient urban water systems while contributing to decarbonisation and energy resilience.

# Selected Publications

## The Role of Technological Incubators in Fostering Entrepreneurial Growth: Insights from Egypt



### Leonardo Piccinetti

Journal of Business and Management Sciences, Vol. 13, No. 3, 2025.



*This research explores the role of technological incubators as critical drivers of entrepreneurial growth in Egypt, highlighting REDINN's contribution to innovation ecosystems and sustainable development.*

## Purification of Olive Mill Waste: Circular Economy Model for the Mediterranean



### Donatella Santoro

Insights into Regional Development, 2024



*This study presents a circular economy approach for managing olive mill waste in Mediterranean regions, providing practical solutions to environmental challenges and supporting REDINN's sustainability mission.*

## Strengthening Futures-Oriented Agenda for Building Innovation Ecosystems



### Maria Lima Toivanen

ResearchGate, 2022



*This paper by Maria Lima focuses on creating future-oriented strategies to strengthen innovation ecosystems, emphasizing foresight, policy alignment, and cross-sector collaboration as key to fostering resilient innovation environments.*

## Circular Bioeconomy in Egypt: Unlocking Potential through Sustainable Innovation



### Leonardo Piccinetti

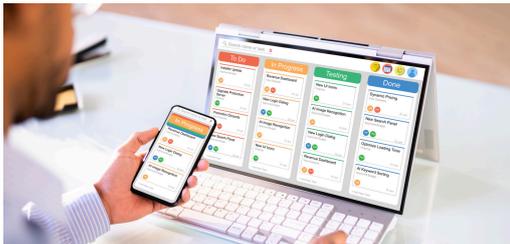
INSIGHTS INTO REGIONAL DEVELOPMENT



*This publication highlights the development of bioeconomy models in Egypt and their alignment with sustainability and innovation goals, reflecting REDINN's international cooperation focus.*

# Value Proposition

## Project Design & Management



We guide partners through the full project lifecycle: from proposal writing, partner search, and grant applications to project coordination, monitoring, and reporting. REDINN ensures compliance, efficiency, and impact delivery.

## Communication & Dissemination



We create and execute tailored communication strategies to raise project visibility, engage stakeholders, and amplify results. This includes branding, digital presence, event organization, and media outreach

## Innovation & Technology Transfer



We help research outcomes move closer to market by supporting exploitation planning, business modeling, and knowledge transfer. Our team bridges gaps between academia, industry, and policy.

## Policy & Exploitation Support



We ensure project results align with European policies and sustainability goals, providing exploitation guidance, market replicability strategies, and policy engagement to maximize long-term impact.

## Our Process: From Proposal to Impact



1. Idea Shaping → 2. Proposal Design → 3. Project Launch → 4. Communication & Engagement → 5. Innovation Uptake → 6. Impact Realization.



REDINN offers a comprehensive suite of services tailored to the needs of EU-funded research and innovation projects. Our value lies in providing end-to-end support that transforms ideas into impactful results.

# *REDINN: Streamlining Project Management & Fostering Innovation*



*At REDINN, we simplify and elevate the management of European projects by offering end-to-end facilitation services. We organize workshops and capacity-building sessions in state-of-the-art venues equipped with the latest digital tools, ensuring productive collaboration environments. Our signature Science Café events bring science closer to citizens in engaging, relaxed, and inspiring spaces that spark dialogue and innovation.*

*We regularly host researchers from top European universities, policymakers, business leaders, and stakeholders to foster knowledge exchange and accelerate sustainable solutions. REDINN also offers tailored training programmes that empower European and international talents passionate about sustainability, innovation, and cross-sector collaboration.*

*By creating inclusive, interactive, and forward-thinking platforms, REDINN strengthens the capacity of consortia to achieve tangible impact, while making science accessible, visible, and connected to society's most pressing challenges.*



# Looking Ahead (2030 Vision)

- *Expand its operational presence and partnerships to five continents, fostering global collaboration on sustainable development, innovation, and research excellence.*
- *Take a leadership role in EU Missions addressing Climate, Health, Digital Transformation, contributing to the European Green Deal, the Digital Europe programme, and Horizon Europe objectives.*
- *Champion social impact, inclusion, and sustainability by embedding environmental and societal values into every project we lead, and by empowering a diverse community of innovators, researchers, and stakeholders.*



*REDINN's 2030 vision is rooted in our ambition to become a leading driver of innovation and sustainability across Europe and beyond.*



*Through strategic growth, new partnerships, and cutting-edge knowledge transfer, REDINN will continue to build a future where innovation serves people, communities, and the planet. Our commitment is to remain an agile, creative, and impactful partner, driving change at both the local and global levels.*



# Call-to-Action



**Proposal Cooperation**  
Dr. Leonardo Piccinetti  
[leonardo.piccinetti@redinn.it](mailto:leonardo.piccinetti@redinn.it)



**Training Inquiries**  
Mauro Amoruso  
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**Communication Inquiries**  
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