

TERNA, AVVENIA AND DIGITAL MAGICS
AWARD HIVE POWER BEST PROJECT
OF THE "ESS ENERGY EFFICIENCY FOR SUSTAINABILITY" CALL

On Pitch Day, the Jury declared the winner of the Call for energy efficiency for research into high-profile technology solutions that will make a positive impact in terms of sustainability

Rome/Milan, 2 December 2020 – **Terna**, the company that operates the Italian national electricity grid, and **Avvenia**, a Terna Group company and leader in designing innovative solutions to improve energy efficiency, along with **Digital Magics**, a business incubator listed on the Borsa Italiana's AIM Italia market, announced that **Hive Power** is the winning start-up of the **EES – Energy Efficiency For Sustainability** Call or Innovation. The initiative is part of Terna's Open Innovation activities aimed at generating ideas and promoting a culture of innovation.

Hive Power developed an innovative Digital Platform Solution that improves management of data on energy efficiency and intelligent networks by applying Machine Learning and Artificial Intelligence algorithms.

Hive Power was awarded € 15,000 and, along with other start-ups involved, will have access to a co-design phase in order to design a business case aimed at evaluating possible business and technology partnerships with the companies selected.

Launched in September, the Call received responses from start-ups and SMEs with innovative and sustainable projects, proposing services which Avvenia can market. Operating and auxiliary hardware and software for microgrids, specialised sensors for building automation, advanced analytics algorithms and thermochemical storage solutions are the categories for which the start-ups submitted their ideas.

Of the approximately 50 start-ups that applied, 10 participated in today's virtual pitch day, presenting their projects before a jury of experts.

With this Call, Terna sought to help identify innovative solutions, focusing on sustainability, environmental protection and reducing polluting emissions, in order to assist in the energy transition, in which the Company, which manages and operates the Italian electricity system, plays a principal role.

TERNA - *The Terna Group is the largest independent European electricity transmission operator. It manages the Italian national transmission grid, with over 74,000 km of power lines, ensuring the secure operation, quality and efficiency of the Italian electricity system and providing equal access conditions for all market operators. Terna is at the heart of the energy transition process towards complete decarbonisation and the full integration of energy from renewable sources into the grid. For more information, visit www.terna.it*

Digital Magics - *listed on AIM Italia, Digital Magics is a business incubator that supports tech start-ups with services for the enhancement and acceleration of digital business. Digital Magics, Talent Garden and Tamburi Investment Partners have created the most important national innovation hub for DIGITAL MADE IN ITALY, offering innovative start-ups support for the creation of successful projects, from conception to IPO. Digital Magics has always been a partner for excellent companies with its Open Innovation services, creating a synergic bridge between companies and digital start-ups.*

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