



Innovating with purpose: AI, circular design and smart solutions from the creative industry

SustainableSolutionsMatch

Welcome!



Session Agenda

- Welcome & Introduction
- Pitch Presentations:
 - Pitch 1: Plastic guys (Czech Republic)
 - Pitch 2: Fili Pari (Italy)
 - Pitch 3: Liminal - Martech Integrated Services (Portugal)
 - Pitch 4: Pedius (Italy)
 - Pitch 5: myCulture GmbH (Austria)
 - Pitch 6: CIRC&LOV (Germany)
 - Pitch 7: TRASTIC (Austria)
- Closing Remarks



Welcome & Introduction

Who's moderating?

Susana Pinto

AEP – Portuguese Business Association

EEN advisor & member of the SG CCI



Who's organizing?



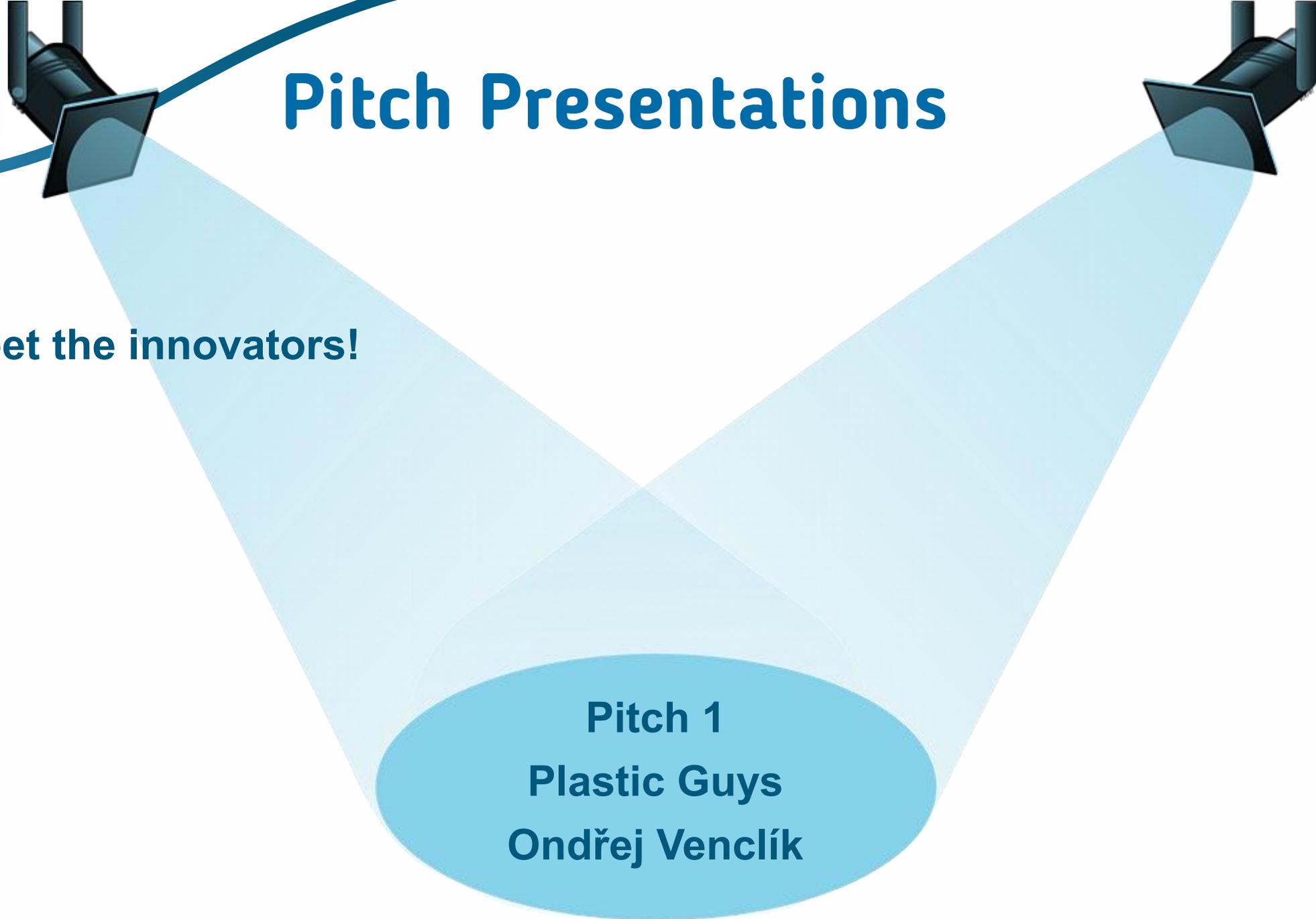
Welcome & Introduction

Let's play by the rules: smooth sailing for our session!

- **Mute Policy:** Please remain muted unless speaking to avoid background noise.
- **Q&A Time:** After each pitch, there will be 1–2 minutes for questions. Please use the chat to ask questions.
- **Session Recording:** This session will be recorded.
- **Time management:** Pitchers, please keep track of your time. We will inform you if 5 minutes have passed.
- **Technical Issues:** If you encounter issues, use the chat to notify the host.

Pitch Presentations

Time to meet the innovators!



Pitch 1
Plastic Guys
Ondřej Venclík



How we transform plastic waste into design architecture?

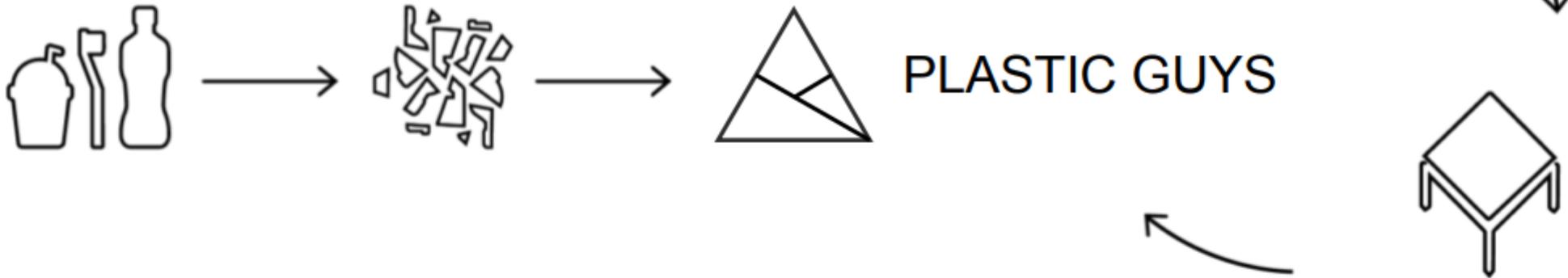
PLASTIC GUYS 



Introduce your sustainable solution

- *We transform "unrecyclable" plastic waste into premium, large-format boards and designer furniture. It's a high-end "sustainable marble" adaptable for everything from interior design and retail fit-outs to architectural facades.*

solution 

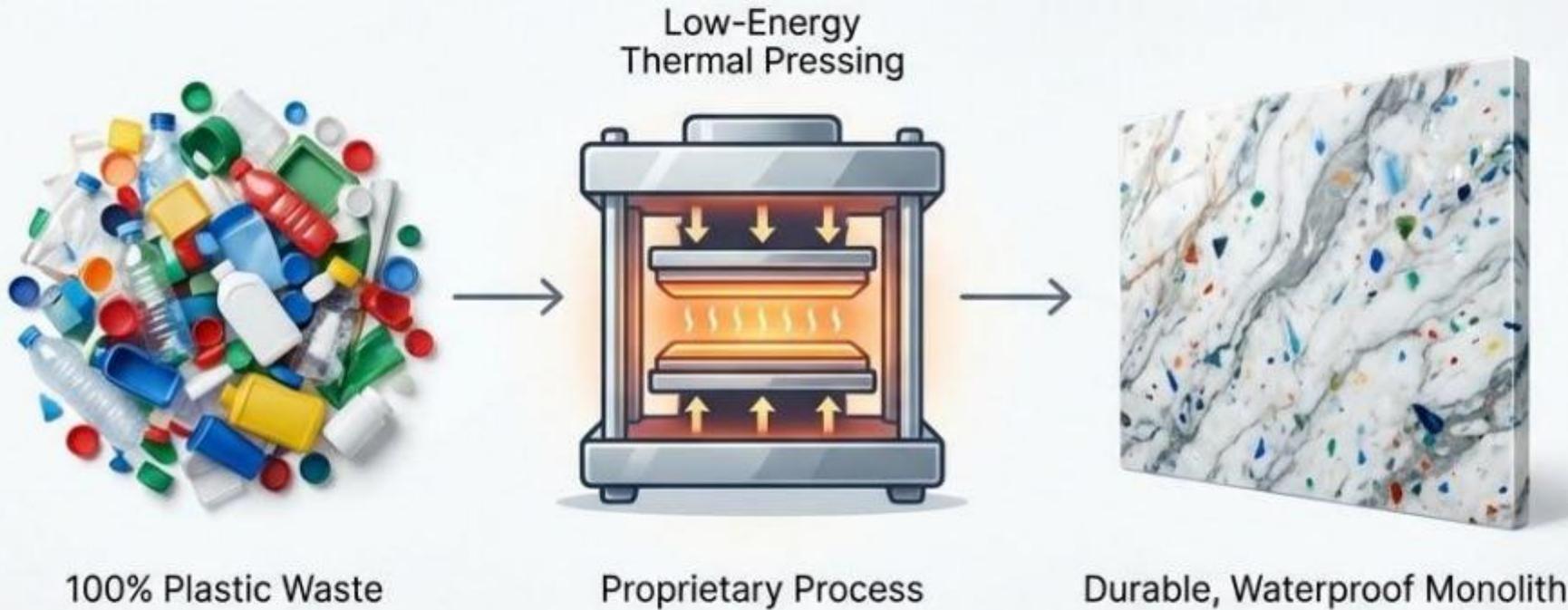


We transform used plastics into new construction and interior materials!

If relevant, give further details on the technology/process

- *Our proprietary low-energy thermal pressing process uses 100% plastic waste without any added glues or resins. The result is a durable, waterproof monolith that remains 100% recyclable at the end of its life.*

Our Technology & Process



Our proprietary low-energy thermal pressing process uses 100% plastic waste without any added glues or resins. The result is a durable, waterproof monolith that remains 100% recyclable at the end of its life.



100% Plastic Waste



No Glues or Resins



Durable & Waterproof



100% Recyclable



SustainableSolutionsMatch



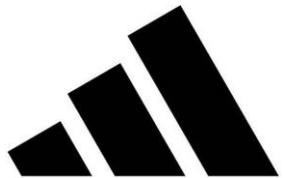
**THE BIGGEST
ON THE**



SustainableSolutionsMatch







SKODA



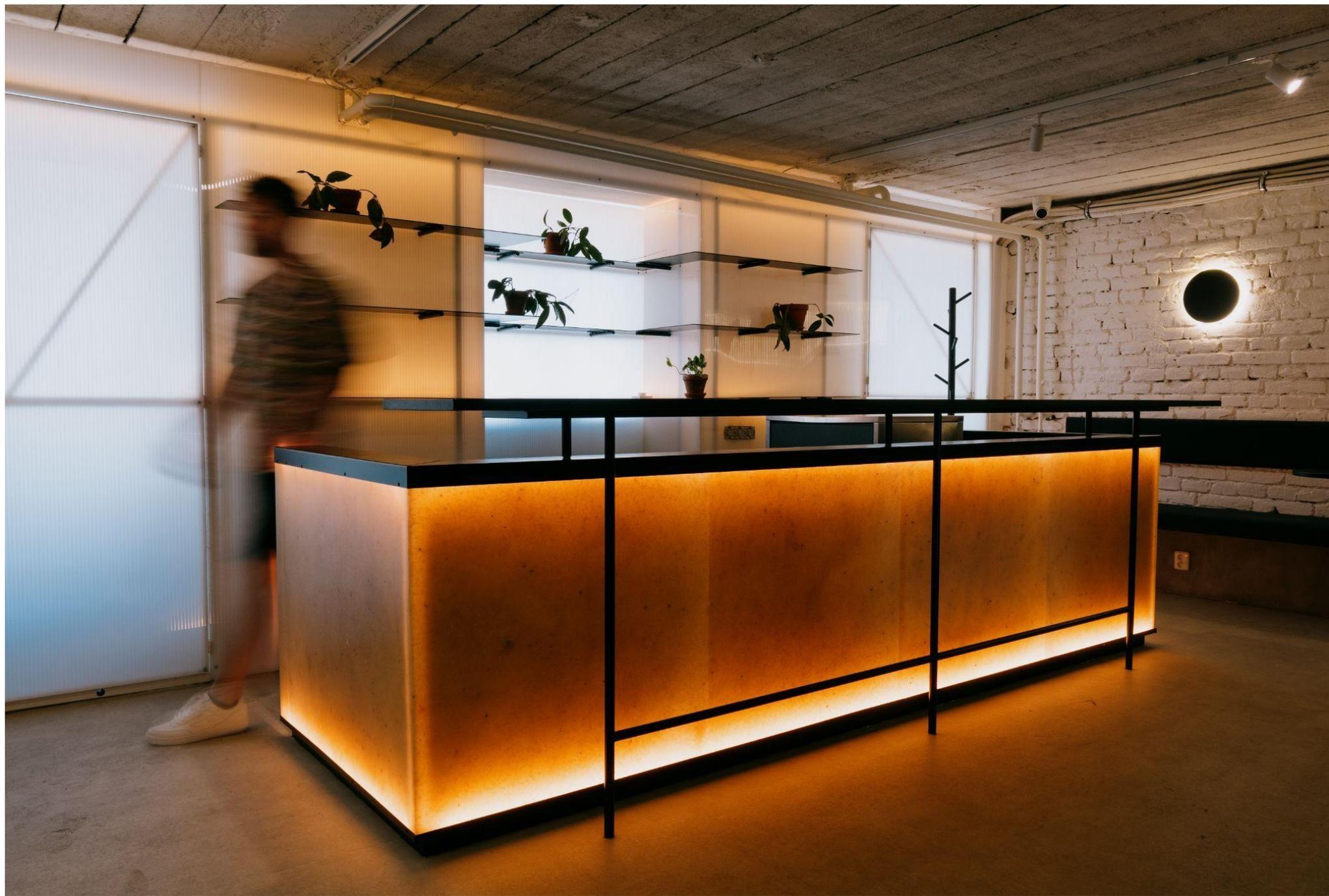
recepce



LINO DESIGN







Market/Target audience – Who can apply your solution?

-  Primarily **architects**,
-  interior designers,
-  and **ESG-conscious retail brands** who **refuse to compromise** on aesthetics while meeting strict sustainability goals.

Partnerships & Future Innovation



Industrial Waste Producers

- Seeking stable feedstock partners.
- Collaborate for reliable plastic waste supply.

Beyond Customers: Driving Circularity



R&D Polymer Specialists

- Continuously expand upcycling capabilities.
- Innovate to process diverse plastic types.

#EENCanHelp

Book a meeting with: PLASTIC GUYS

Ondra Venclík

Plastic guys
ondra@plasticguys.cz



een.ec.europa.eu

PLASTIC GUYS 



Pitch Presentations

Time to meet the innovators!



Pitch 2
FILI PARI SRL SB
Francesca Pievani



MINERALDYE

FILI PARI SRL SB

Francesca Pievani
Ceo & Founder

FILI
PARI

MINERALDYE

Low-water yarn dyeing powered by mineral
and marble-based pigments.

**MINERALS IN.
WATER DOWN.
READY TO SCALE.**



WATER CONSUMPTION

1-20 vs **150**
liters liters





TECHNICAL PERFORMANCES

High color resistance
to light and washing



100% NATURAL COLOR

Natural color derived from
marble powder and minerals



ENVIRONMENTAL IMPACT

Low water consumption

MARKET

Apparel

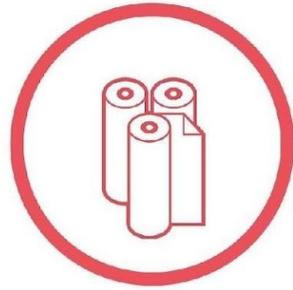
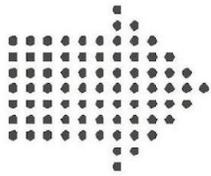
Interior

Lining

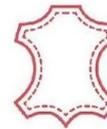
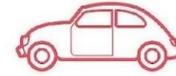
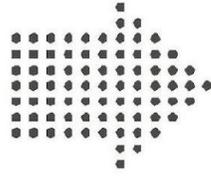




Stone Districts



Textile Industry



WE ARE LOOKING FOR:

Commercial partners

Distributor partners

#EENCanHelp

Book a meeting with: FILI PARI SRL SB

Alice Zantedeschi

Fili Pari srl SB

a.zantedeschi@filipari.com



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FILI
PARI





Pitch Presentations

Time to meet the innovators!

Pitch 3
Liminal MarTech
Tiago J. C. Sousa



Marketing Systems for the Purpose-Driven Economy

Liminal MarTech

Tiago J. C. Sousa
CEO & Founder





The Marketing & Sales Invisible Footprint

Physical & Operational Waste
Business travel represents 25% of a company's total carbon emissions.

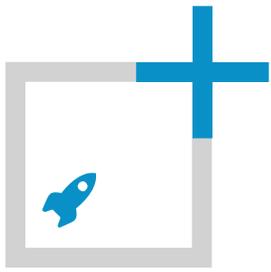
(GBTA Foundation, 2023)

Fragmented Tools & Data
Only 29% of business applications are integrated.

(Salesforce, 2023)

Low Relevance
Sales reps spend up to 33% of their time chasing unqualified prospects.

(Agentive AIQ, 2025)



CDP

AI: ORCHESTRATION

BI

AI: PREDICTIVE

DELIGHT

Web Apps & Tools
Customer Support Platform
Social CRM
Customer Portal

Customer Support system
Advocacy, Loyalty & Referrals
Online Customer Service Tools

WIN

eCommerce (Management,
Personalization, Cart Recovery)
Sales Automation Platform

Call Tracking
Live Chat
Product and Customer Review Tools

AUTOMATION

AI: GENERATIVE

ATTRACT

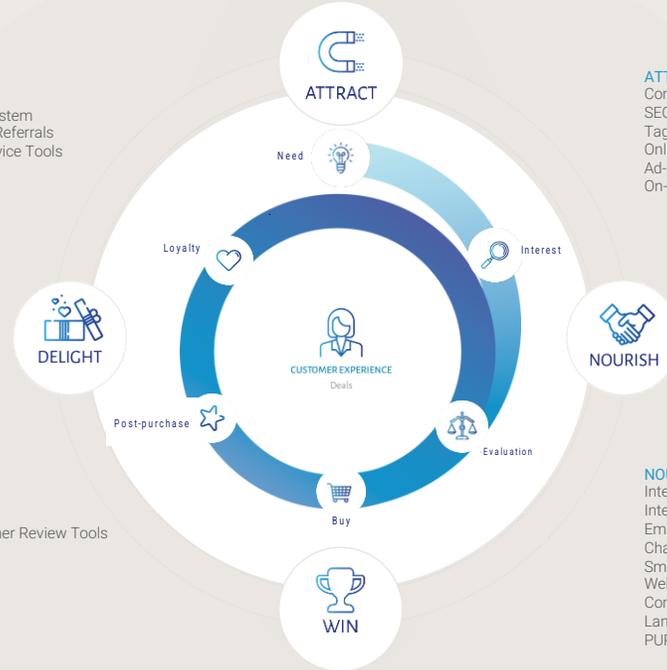
Content Management System
SEO
Tag Management
Online Analytics
Ad-serving & Retargeting
On-site Push Notifications

Digital Body Language
EX & Web Experience
Personalification
Chatbots
Email Service Provider
Social Listening

NOURISH

Interactive Content
Interactive Video
Email Service Provider
Chatbots
Smart Content
Webinar Platforms
Content Management System
Landing Pages
PURLS

Account-Based Marketing
Lead Forensics
Smart Doc Automation for Sales
AR/VR
Artificial Intelligence
IRM – Influencer Relationship
Management
Social Selling Platform
Proximity Marketing (NFC, Beacons)



CRM

AI: PERSONALISATION

Buyer Intent ?

Overview

Visitors

Research BETA

Configuration

Discover companies researching topics important to you and your business.

Filters

Saved views

Research Intent ?

Research topics ?

fintech × invoicing ×
payment processing ×

[Edit topics](#)

Filter by research level ?

All levels

Visitor Intent ?

Showing visitor intent



[Edit visitor intent criteria](#)

7,651 companies are researching 3 topics



20 selected

+ Add to companies

+ Add to static list

+ Enroll in workflow

Research level



Blue Sky
United States

Financial Services
1-10 employees

fintech

Visitor Intent
In Market



Green Leaf
United States

Manufacturing
5K-10K employees

invoicing

In Market



EcoBuild Construction
United States

Construction
51-200 employees

invoicing

Visitor Intent
In Market



Media Masters
France

Media & Entertainment
1-10 employees

payment processing

In Market



Frontier
United States

Banking
51-200 employees

payment processing

Visitor Intent



Bright Solutions
Mexico

Financial Services
1K-5K employees

fintech

In Market



Gen Pharma
Switzerland

Pharmaceuticals
5K-10K employees

fintech

In Market



Smarty Technologies
United States

Consumer Electronics
1K-5K employees

invoicing

In Market





Lead Claire Mathieu

[+ Follow](#)
[Convert](#)
[Send Engage Email](#)
[Add to Nurture List](#)
[Add to Cadence](#)
[Qualify Lead Wizard](#)
[In-App](#)

- Decision maker? [Edit](#)
- Has Budget? [Info](#) [Edit](#)
- Decision Timeframe [Info](#)
1-3 Months [Edit](#)

Now we're in the next stage of the lead process.

- Include qualifying questions and suggested lines of inquiry
- Put the key fields for this stage on the left for easy access.

Once you've qualified this lead, click "Qualified" above.

Details Marketing

Lead Information

Name Claire Mathieu Edit	Lead Owner Tiago Demo Profile
Title CFO Edit	Lead Status Contacted Edit
Company Unosis Edit	Phone (415) 360-0435 Edit
Website www.unosis.com Edit	Email cmathieu@example.com Edit

Segmentation

Industry Communications Edit	Lead Source Trade Show Edit
No. of Employees	

Einstein Scoring

[v](#)
98
Lead Score

Top Positives

- Lead Source is **specified**
- Has Budget? is **true**
- Company is **specified**
- Title is **CFO**

[Send Email](#)
[Call Now](#)

Activity Map Chatter



James Johnson

Last Update : 2 hour(s) ago

Edit



OVERVIEW

TIMELINE

Contact Owner Ronan

Email jamesjohnson@gmail.com

Phone 889-435-566

Mobile 889-435-566

Department Engineering

Best time for - Today



Best time to Call

★ 10.00 AM in 30 minutes ☹



Best time to Text

★ 11.30 AM in 2 hour(s) ☹

Finance Details

Ordered Items ▾

Shipments In Progress ▾

Receivables & Payables ▾

Recommendation



First buy

**Upscale Condo with
4+ bedrooms**

1500-2000 Sqft

Fully Furnished

- Quick actions 96K
- Duo Copilot 15
- Overview
- Prospect
- Searcher
- Saved Searches
- Lists
- Engage
- Sequences
- Tasks
- Templates
- Outbox New
- Analyze
- Analytics
- Domain Health Center
- Contacts
- Automate
- Workflows
- Reply Templates
- Exclusion Lists
- Get Help
- Settings

Duo Copilot

This is your first batch of Duo Copilot leads. Start sequencing to get more, or dismiss to replace the ones you don't like.

Pending action 15 On autopilot 0

Sort by: Date added Filters

Due 15

	InnoWave Pankaj Parshotam · Chief Marketing Officer	Visited your profile	3d ago
	The Access Richard Owen · Presales and Buyer Enablement specialising in CRM & Marketing	Reviewed SugarCRM on G2	4d ago
	Synolia Sully Capron · Business Développeur Représentative	Engaged with a post from SugarCRM	7d ago
	LinkedIn Anthony Natoli · Senior Account Executive	Engaged with a post about RevOps	9d ago
	ContactOut Zvonimir Bešlić · Chief GTM Officer	Engaged with a post about Sales Outreach	9d ago
	ADM Adérito Duarte · Diretor Comercial Mercado Ruminantes e Marketing	Visited your profile	9d ago
	Common Room Florin Tatulea · Head of Sales Development	Engaged with a post about RevOps	9d ago
	Advance Flooring Jordan Macintyre · Sales Manager	Reviewed SugarCRM on G2	9d ago
	Oroton Peter Lines · Head of Digital	Engaged with a post from SugarCRM	9d ago
	ISQe Filipe Seixas · Business Development Director Board of Directors	Started following Liminal Mar Tech & Bu...	9d ago
	Unilabs Portugal Cristina Baldaque · Head of Marketing, Portugal	Visited your profile	9d ago
	Origina Corinne Campbell · Enterprise Account Executive - SoftwareOne A/NZ	Engaged with a post from SugarCRM	9d ago
	Robosoft Technologies Lakshmiopathy Bhat · SVP - Global Marketing & Communications	Engaged with a post about Marketing A...	9d ago

Richard Owen New lead Show details

Presales and Buyer Enablement specialising in CRM & Marketing @ The Acc...

Company details

The Access Software Development Loughborough, Leicestershire, United Kingdom

5001-10000 employees

The Access Group is one of the largest UK-headquartered business management software providers. It ... [Read more](#)

Signal details

Competitors G2 reviews Sources

Richard has recently posted a review about one of your competitors on G2. This provides an opportunit... [Read more](#)

Recommended sequence 7 steps Mailbox rotation

1. Email

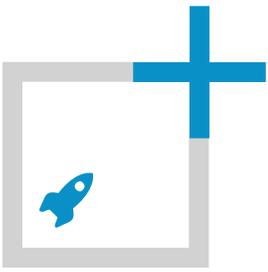
Subject: **Your G2 review caught my eye**

Hi Richard,

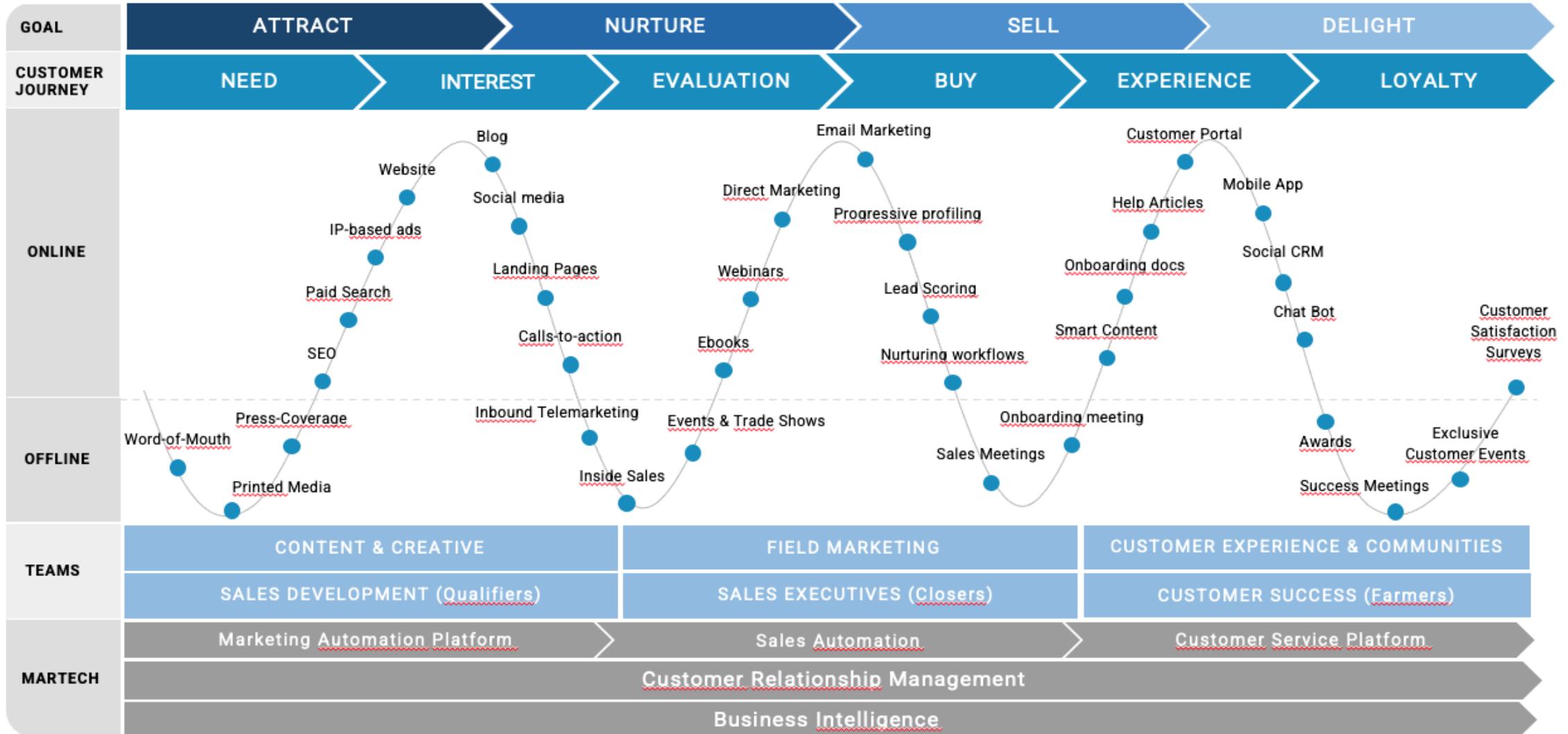
I noticed your review on G2 about SugarCRM, and it caught my attention. You mentioned the flexibility of configuring modules and dashboards, but also highlighted the challenge of integrating sales and service in one place.

At Liminal, we specialize in CRM solutions that address these gaps. For example, Zoho CRM offers a unified platform for sales and service, along with built-in analytics and AI-driven insights.

Would you be open to exploring how this might help your team?



LIMINAL INTEGRATED APPROACH



AI-Driven Systems Reduce Operational Waste

Environmental Impact

(Gosmar, D., Pallotta, A. C., & Zenezini, G.; 2025)

97%

CO₂ Reduction

AI workflows vs. manual processes

90%

Energy Savings

Through intelligent automation

Operational Impact

(HBR, 2016)

50%

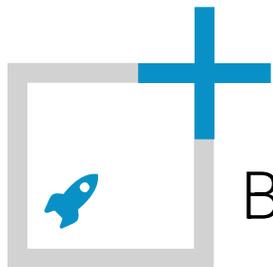
More Qualified Leads
With AI prospect qualification

60%

Cost Reduction
In operational costs

70%

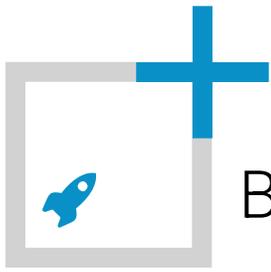
Less Sales Effort
Shorter sales call times



BRANDS ALREADY ON BOARD

SustainableSolutionsMatch Up2Circ





BRANDS ALREADY ON BOARD

SustainableSolutionsMatch Up2Circ



+22%

memberships in the CCB Card

360° View

of the customer journey

Optimization

of campaign management



“

Besides competent professionals, Liminal is always available to clarify questions and give us full support. With HubSpot, the CCB was able to optimize the management of marketing campaigns to communicate cultural activity, enabling personalization according to the reaction of each contact. We were also able to obtain reports that help profile the audience.

- Madalena Reis, Director of Development and Communication at CCB (Centro Cultural de Belém)

”

[SEE CUSTOMER STORY](#)

#EENCanHelp

Book a meeting with: Liminal MarTech

Tiago J. C. Sousa
CEO & Founder
Tiago.sousa@liminal.pt



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Pitch Presentations

Time to meet the innovators!

**Pitch 4
Pedius
Speaker**



AI for a better and inclusive education



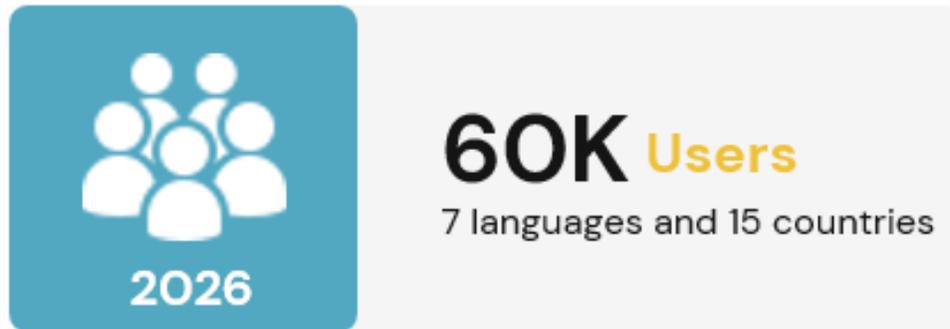
Pedius

Lorenzo Di Ciaccio
info@pedius.org

Pedius

From a phone company for the Deaf to AI

Since 2013, Pedius has been committed to overcoming communication barriers for the deaf by developing an innovative 24/7 application that enables them to make phone calls without an intermediary, promoting accessibility and equality in society, employment, and academics.

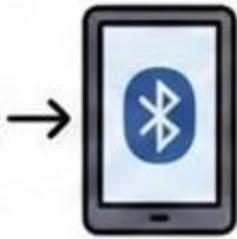


Accessibility in Universities and Schools

Pedius Use Case - Student License



1. Professor receives microphone & begins lesson.



2. Mic connects to tablet via Bluetooth.



3. App generates real-time subtitles from audio.



4. Student reads subtitles on device.



5. AI create interactive mindmap with the professor input.

Pedius & CBM for Ethiopia

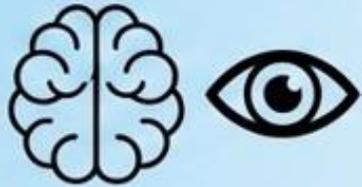
Since 2001, the NGO CBM has been committed to fostering inclusion for people with disabilities living in Africa, Asia and Latin America.

Thanks to CBM, Pedius Education will soon arrive in Ethiopia to make education accessible to Ethiopian deaf students.



የዛሬው ክፍል በፔዲየስ
ይገለጻል።

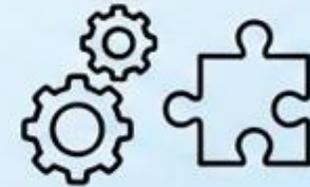
Market/Target audience



**Students with ADHD,
visually impaired**



**Assistants creating
differentiated
education programs**



**Fully adaptable
education plan**



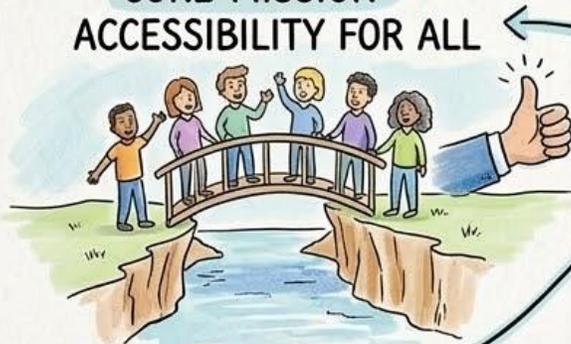
ENTERPRISE EUROPE NETWORK: SUSTAINABLE SOLUTIONS MATCH



LIVE SCRIBING: PRESENTATION BY LORENZO ON PEDIUS

PEDIUS: AN EDUCATION SOLUTION FOR A WORLD OF ABILITIES

CORE MISSION:
ACCESSIBILITY FOR ALL



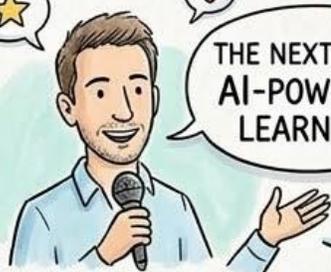
PEDIUS EXPANSION:
START: DEAF PERSONS



ADHD SUPPORT



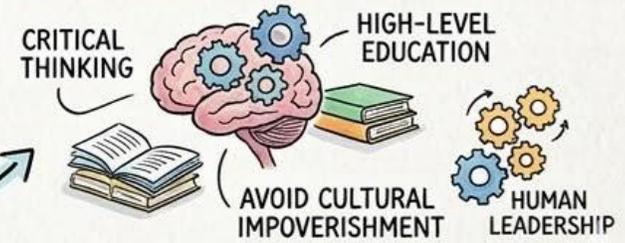
DEAF PERSON COMMUNICATION



LORENZO

THE NEXT STEP:
AI-POWERED LEARNING

TRUE EDUCATIONAL NEEDS



Looking for

- Universities interested in research project
- Professors
- Student with disabilities interest to be part of the research project
- Research partners

#EENCanHelp

Book a meeting with: Pedius

Lorenzo Di Ciaccio
info@pedius.org
www.pedius.org

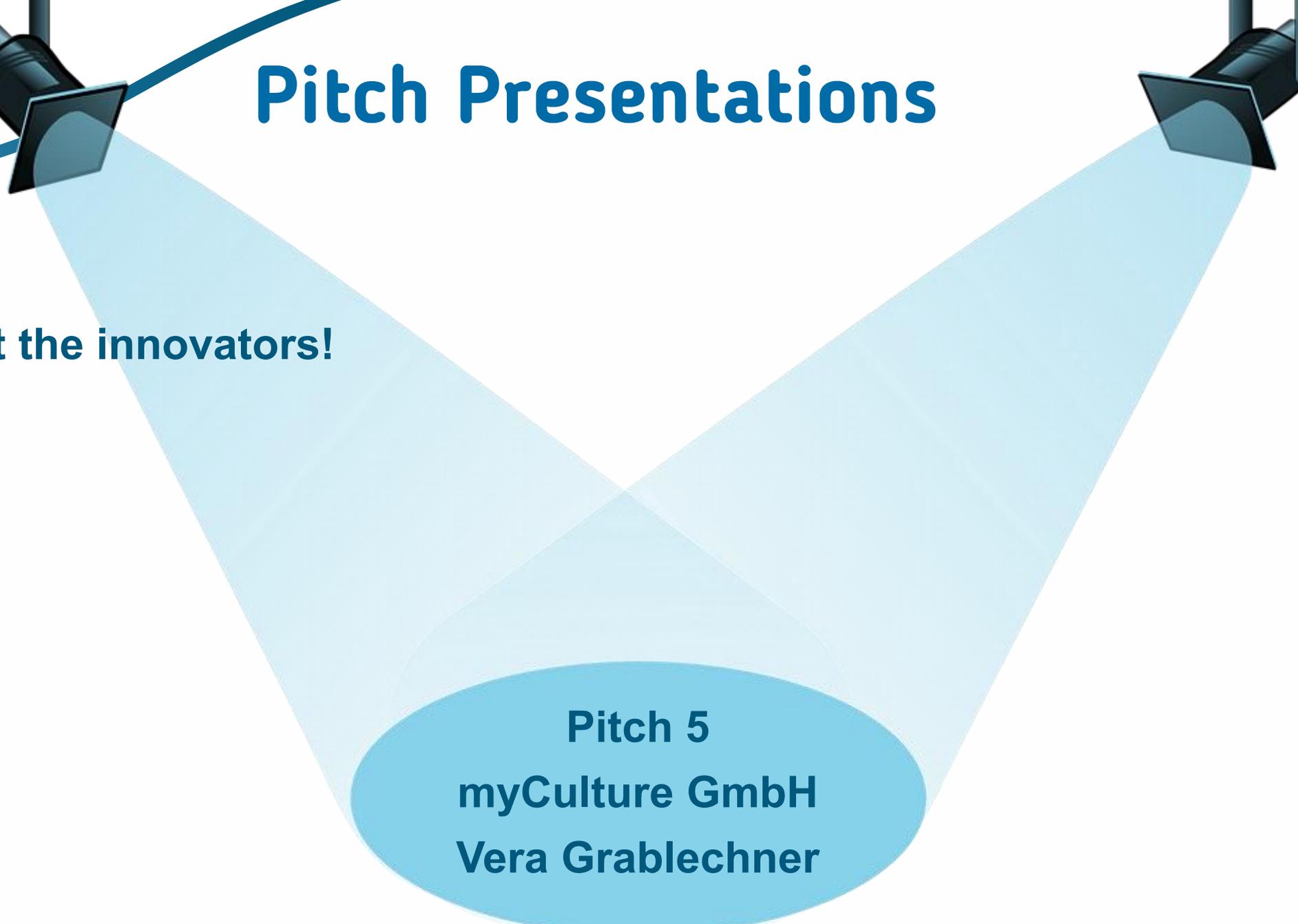


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Pitch Presentations

Time to meet the innovators!



Pitch 5
myCulture GmbH
Vera Grablechner



myCULTURE – YOUR WAY IN



myCulture GmbH

**Vera L. B. Grablechner, MA
Co-Founder & CEO**

myCULTURE – Smart Cultural Discovery Platform

- *Connects users with exhibitions, performances, workshops & tours*
- *AI-driven matching of users and cultural experiences*
- *Increases engagement with existing cultural infrastructure*
- *Adaptable across cities, institutions & creative sectors*

AI-powered cultural matching & insights

- *Recommendation algorithm + AI curation*
- *Smart matching: users ↔ events*
- *Covers exhibitions, performances, workshops, tours, and other events*
- *B2B dashboards with audience insights*
- *Data-driven programming & trend forecasting*

Sustainable cultural engagement

- *↑ Footfall in existing cultural spaces*
- *↑ Local participation & ecosystem strengthening*
- *↓ Inefficient, broad marketing*

New (myCULTURE 2.0):

- *Small-group tours & workshops*
- *Supporting endangered crafts & niche art forms*
- *Creating new revenue streams for creators*

Who benefits?

- *Artists & Creators*
- *Museums, galleries, offspaces*
- *Cities & public cultural organisations*
- *Tour guides & experience providers*

Who we want to connect with

- *Tour & workshop providers (small-group formats)*
- *Cities / DMOs / tourism organisations*
- *Museums & cultural institutions*
- *European cultural networks*

#EENCanHelp

Book a meeting with: myCulture GmbH

Vera L. B. Grablechner

Co-Founder & CEO

myCulture GmbH

hello@myculture.app



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Pitch Presentations

Time to meet the innovators!

Pitch 6
CIRC&LOV
Robert Codin



Circular Design & Furniture Upcycling



CIRC&LOV

circular interiors & reloved furniture
Hamburg, Germany

What We Do

- **10.5 million tonnes** of furniture is discarded across Europe every year. 80-90% ends up in landfill or incineration – not because it's broken, but because the first answer is almost always "order new ones".
- CIRC&LOV offers a full-service circular interior design process. We assess what already exists in a space and develop a tailored concept that prioritizes reuse, upcycling and circular materials – from initial assessment all the way to final implementation.
- Adaptable to offices, retail, schools, universities, public interiors – anywhere good furniture deserves a second life.

How we do it



Our Process: From Assessment to Implementation

- **1. Collect data** *Quantities, specs, model, manufacturer, purchase date, original price*
- **2. On-site inspection** *Count items, check condition and usability*
- **3. Explore options** *Reuse as-is / minor refresh / full upcycle with circular materials / reuse parts / dispose*
- **4. Impact & cost assessment** *CO₂ savings, sustainability reporting, storage & cost savings, resale value; we use bio-based and environmentally responsible materials*
- **5. Design & implementation** *Our team of architects, designers, production partners & sustainability specialists handles everything end-to-end*

What Makes Us Different

- **Full-service, end-to-end.** From assessment to final implementation in one place. No need to coordinate multiple providers.
- **Design-led, not just sustainable.** Beautiful spaces built from what already exists. Quality and aesthetics are non-negotiable.
- **Measurable impact.** Upcycling office furniture saves 70–90% of the CO₂ emissions compared to buying new – backed by lifecycle assessment data from FIRA and WRAP – data ready for sustainability reporting.
- **AI-powered software.** Developed with Universität Hamburg | HITeC e.V. – catalogues pieces, tracks specs and condition, CO₂ impact, and matches furniture to new projects.

Who Is This For?

- **Any organisation redesigning or moving into a commercial/public space:**
- *Companies & corporates refreshing or relocating offices*
- *Schools, universities & public institutions*
- *Retail spaces, hospitality & gastro*
- *Architects & interior designers seeking circular procurement partners*

Geography: *Hamburg & Berlin area (primary focus), wider DACH region, Netherlands, Denmark*

Who We Want to Connect With

- **Pilot project partners** – companies, schools, public bodies planning interior projects in 2026-2027
- **Circular & bio-based material innovators** – fabrics, foams, surfaces, coatings, etc we can use in upcycling production
- **Architecture & design studios** – who want to offer clients a circular furniture option
- **Sustainability consultants & reporting specialists** – to integrate our CO₂ data into existing ESG frameworks
- **Local production partners & craftspeople** – workshops, upholsterers, makers in Hamburg and beyond

#EENCanHelp

Book a meeting with: CIRC&LOV

Robert Codin & Ulrike Acker-Thomsen

Co-Founders

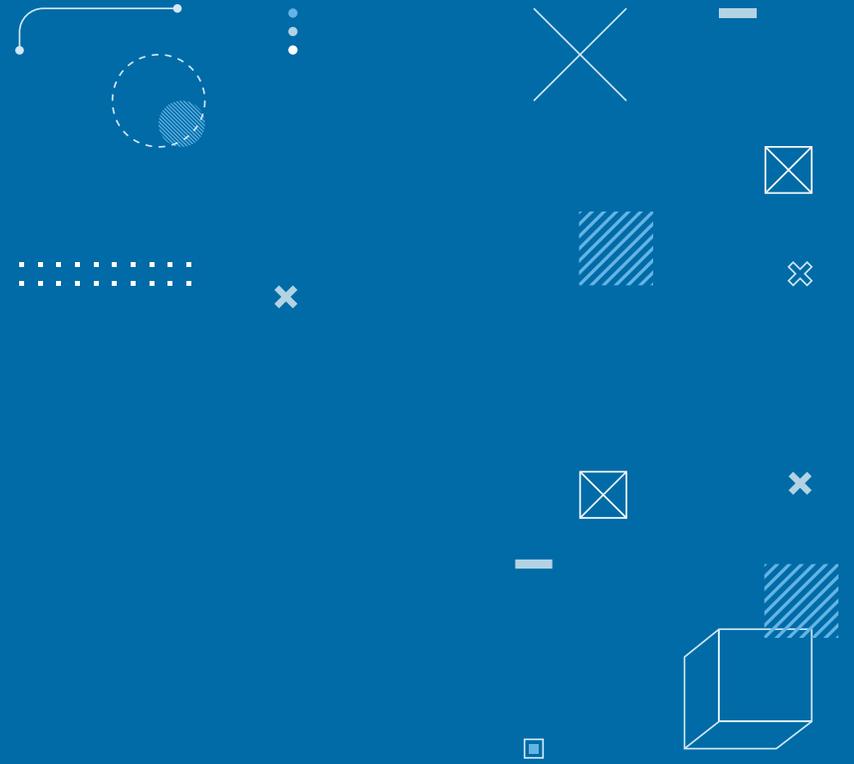
+34 643 966 047

robert@circ-lov.de

www.circ-lov.de

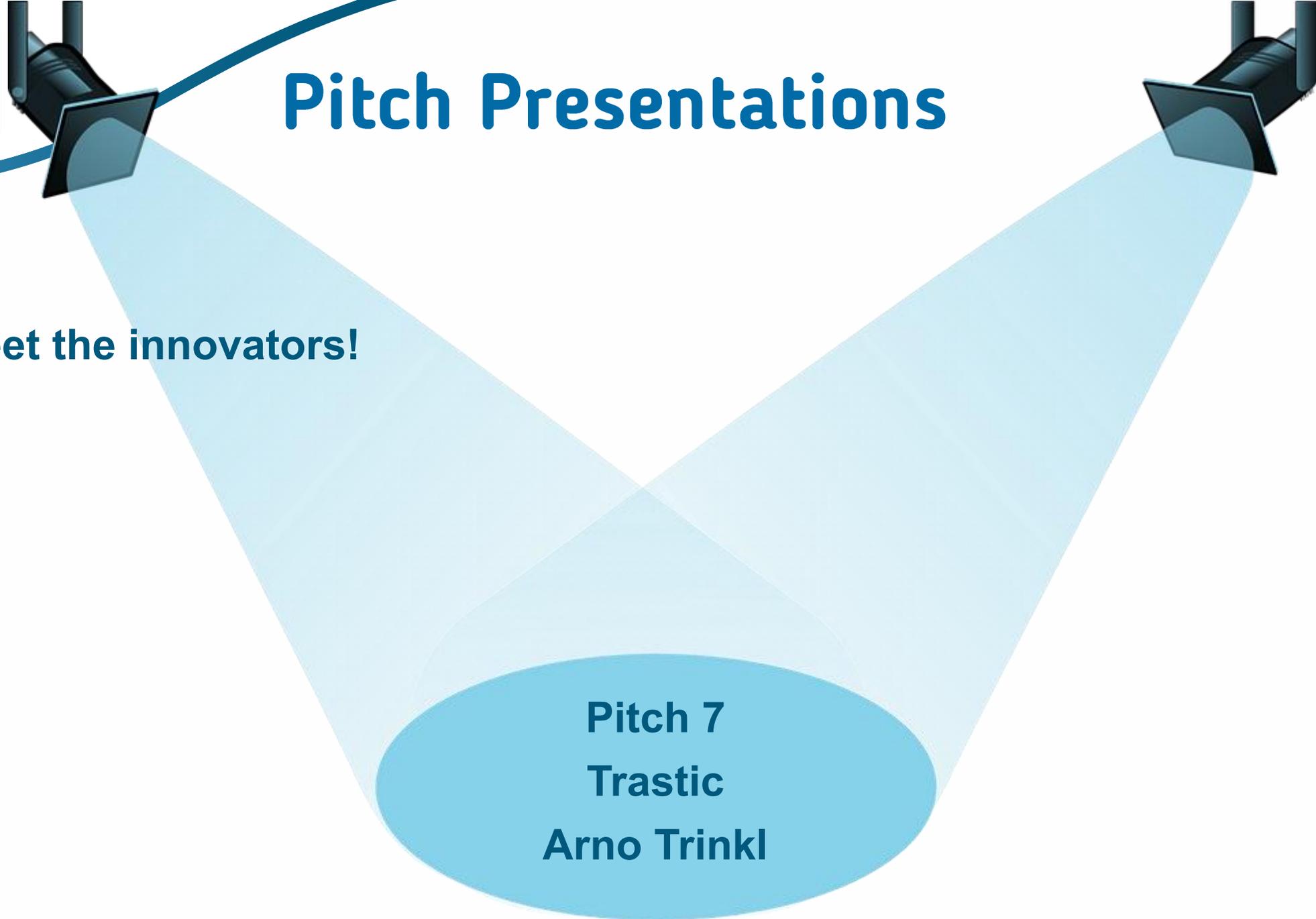
+49 152 010 51845

mail@circ-lov.de



Pitch Presentations

Time to meet the innovators!



Pitch 7
Trastic
Arno Trinkl



IMPACT MATERIAL

Made from plastic waste.
Built for brands shaping the future.



a&o

HOUSE OF STRAUSS



KABEG





ONE MATERIAL. ENDLESS POSSIBILITIES.

Design. Function. Sustainability.





MADE FROM A MILLION YOGURT CUPS
Impact material in real spaces.



MATERIAL AS COMMUNICATION

Spaces become carriers of values.





WE ALL ATHLETES BELONG

BUILT THROUGH COLLABORATION

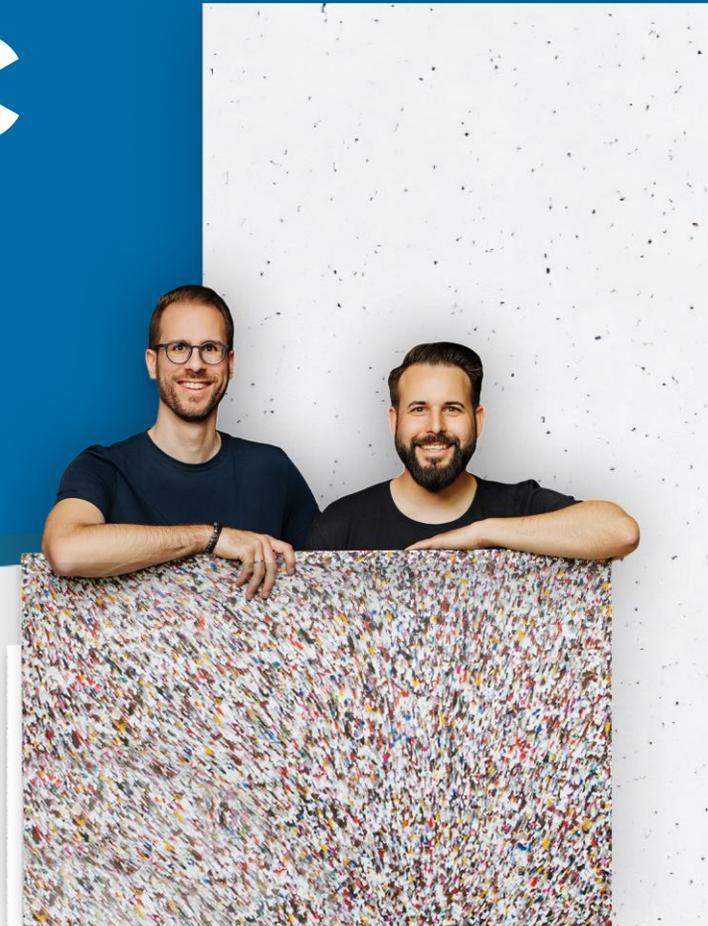
**Looking for partners across the value chain
and for innovation projects.**

#EENCanHelp

Book a meeting with:

 **trastic**

Arno Trinkl
CEO
Trastic GmbH
arno@trastic.at
+43 664 2731031



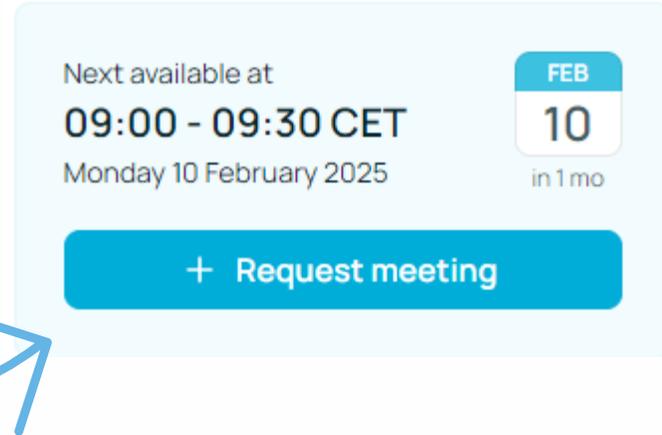
een.ec.europa.eu



Closing Remarks

A big thank you to all pitchers and attendees!
We appreciate your participation today.

If you'd like to connect with any of the pitching companies, please use the matchmaking tool to **book a meeting!**



Next available at
09:00 - 09:30 CET
Monday 10 February 2025

FEB
10
in 1 mo

+ Request meeting

A blue arrow points from the text 'to book a meeting!' to the '+ Request meeting' button.

Need support? **Enterprise Europe Network is here to help!**

Reach out to your local Network partner:

<https://een.ec.europa.eu/local-contact-points>

#EENCanHelp

Thank you!

Susana Pinto

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