



Lufthansa Innovation Hub and ADR Innovation Hub partner up to accelerate innovation

Berlin, October 7th, 2024 // Lufthansa Innovation Hub, the Berlin-based innovation center of Lufthansa Group, and ADR Innovation Hub, the startup accelerator at Rome Fiumicino “Leonardo da Vinci” Airport, have signed a Memorandum of Understanding (MoU).

The partnership focuses on joint innovation projects, sharing insights, best practices and technological knowledge, and collaborations with startups and Lufthansa Innovation Hub ventures. Furthermore, it intensifies Lufthansa Innovation Hub’s initiative to deepen collaborations with airports in the future.

By signing the MoU, both parties are recognizing the mutual benefits of collaboration and express their intention to focus on developing and potentially implementing innovative solutions in the future.

The MoU outlines key areas of collaboration, including

➔ **Partnership regarding the ADR acceleration program ‘Runway to the Future’**

This includes regular exchange about startups and innovative services, relevant innovative projects and pilot tests as well as the parties’ respective KPIs. An example of a possible project is the exchange on service robotics, for example, with the startup Ottonomy, with which both companies are already collaborating.

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→ **Co-development of pilots**

This includes scheduling PoCs to test potential innovative solutions on a regular basis, creation of a common knowledge for current and future projects, and coordination in the development of relevant proof of concepts in the respective companies without any obligation. Conceivable here would be the trial deployment of Cosmos at Rome-Fiumicino airport. Cosmos is a machine learning-driven platform designed to improve the collaboration between airlines and ground handling service providers which was developed at Lufthansa Innovation Hub.

→ **Collaboration on startup partnerships**

This includes sharing of use cases, solutions and problems regarding the scouting and creation of new ventures, regular exchange on developments in the startup ecosystem, and knowledge sharing when it comes to trends, market dynamics, and the status quo of the venture capital industry. Recently, Lufthansa Innovation Hub has established 'Startup Gate,' a dedicated venture clienting platform that connects the Lufthansa Group with cutting-edge startups. This platform enables Lufthansa Group to adopt startup technologies swiftly, facilitating lean and cost-effective collaborations. Also in this regard, a potential collaboration is conceivable.

Lufthansa Innovation Hub plans to intensify its innovation efforts in the airport sector

From the very beginning, the Lufthansa Innovation Hub has been committed to open innovation in the form of knowledge sharing, collaboration, and continuous exchange with the travel ecosystem. Recognizing the central role airports play in the travel experience, Lufthansa Innovation Hub has in the past published several airport-related research pieces, for example about airport apps or the collaboration between airports

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and startups. Now it is set to significantly intensify its innovation efforts in this area and even make it a key focus of its future strategy.

“As a crucial part of the travel experience, we see airports as a highly relevant field for innovation,” says Dr. Stefan Nothelfer, Director Partnerships and New Business Ventures at Lufthansa Innovation Hub. “Building on our previous venture clienting and research activities in this area, we are more than pleased about the cooperation with ADR Innovation Hub. We definitely aim to work even more closely with airports in the future.”

“This partnership represents a strategic collaboration in advancing the aviation industry” states Emanuele Calà, Senior Vice President of Transformation & Technology at Aeroporti di Roma and Managing Director at ADR Ventures. “We are committed to collaboration as a key leverage to shape the future of the aviation industry, we are proud to work alongside Lufthansa Innovation Hub.”

Links

↗ [Lufthansa Innovation Hub Website](#)

↗ [ADR Innovation Hub Website](#)

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About the Lufthansa Innovation Hub

At Lufthansa Innovation Hub, we are guided by our insatiable ambition to accelerate the next in travel to maximize value across a portfolio of travel companies and products. Our Strategic Intelligence team systematically analyzes new developments in the global travel and mobility tech ecosystem. Our New Business team launches new travel start-ups and business models into the market. Our Transformation team helps the Lufthansa Group to be more innovative.

The Lufthansa Innovation Hub has offices in Berlin and Singapore. With Germany (8th) and Singapore (5th) both ranking in the top ten of the Global Innovation Index.

About ADR Innovation Hub

ADR Innovation Hub, located at Terminal 1 of Fiumicino Airport, allows us to co-create and test solutions with startups in a real-world environment, ensuring that every innovation is practical, scalable, and directly beneficial to passengers and operations. Aeroporti di Roma, a Mundys Group company, manages and develops the Rome Fiumicino and Ciampino airports and carries out other activities related and complementary to airport management. Over the past seven years, Aeroporti di Roma has received numerous awards, recognitions and quality certificates.

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