



WMF presents 'Start The Future': the first international online event to face the challenges of Covid-19 and 4 other challenges of our time on April 7th.

On the occasion of World Health Day, Start the Future will take place on 7th April, a free international online event promoted by the Web Marketing Festival that will see the participation of startups, speakers, investors and people from all over the world. A call has been launched to present innovative projects, testimonials, products and services to face the current emergency and 4 global challenges: Education, Health, Climate Change and Digital Transformation.

The **Covid-19 emergency** is seriously affecting the balance of many countries in Europe and around the world and their respective economic, health and educational systems. It is therefore necessary to be able to foresee possible future emergencies and the problems that our society will have to face after the Coronavirus pandemic, making it the central mission not only of institutions, but also of all those who work in the technological industry.

It is within this context that WMF, confirming its role as an accelerator of innovation, on the occasion of the **World Health Day on April 7th**, will present [Start the Future](#), the first international online event created to build an international ecosystem between countries and to identify solutions to support people, businesses, schools and healthcare facilities that are currently facing an emergency.

The latter brings with it the need for a more in-depth reflection on the global challenges the world is currently experiencing, as well as implementing an integrated strategy starting from international cooperation between all the actors involved: companies, NPOs, professionals, Startups, Institutions and government agencies, investors, journalists, innovators, policy makers, researchers, business leaders and citizens.

For this reason, during the event - **free and entirely online** - innovative projects, testimonials, products and services will be presented which can be used to face the great global changes of our time and to face the difficulties caused by Covid-19.

Among the Italian and international partners who have already chosen to support Start the Future: *Digital Magics, Tim W Cap, DOT - Digital on Things, I3P Torino, San Marino Innovation, Seedble, Ctecno - Cercle Tècnologic de Catalunya (Spagna), The Hive, ZICER - Italian Croatian Chamber of Commerce, Zagreb Innovation Centre (Croazia), Wake Up Scale (Bulgaria), Maltese Italian Chamber of Commerce (Malta).*

There are three ways in which you can choose to take part in the event, either **as a participant**, **as an event supporter**, or **as a speaker** by presenting projects, products, services and testimonials that will be previously selected through a call.



Start the Future: the call and the various challenges identified

Using the Open Innovation model, to connect the stakeholders and the various actors of the innovative and entrepreneurial ecosystem.

To pursue this objective, the Start the Future call, which is [active on the Web Marketing Festival](#) website until April 2nd, allows **Startups, Scaleups, ONPs, Research Centres, Companies and Agencies**, as well as **individual citizens, investors, journalists, policy makers, researchers and innovators**, to apply and propose projects, ideas and testimonials that can then be presented during the online event.

The areas targeted within Start the Future, are different but are now all interconnected due to the Covid-19 emergency: the development of economic and health systems, the world of education and training and, again, climate change.

The four areas to be explored by the call are:

- **Education:** EdTech, access to fair and inclusive training, continuous learning opportunities, services and solutions to support training processes;
- **Health:** Digital Health, solutions to COVID-19, improving wellbeing and quality of life, innovation, promotion and research in the health sector;
- **Climate Change:** Big Data for Innovative Services, sustainable energy, AI for Earth Observation, smart cities and sustainable mobility;
- **Digital Transformation:** Manufacturing, Retail, Tourism, Industry 4.0, Business Intelligence, Blockchain;

"The projects and ideas presented must aim to support citizens, companies, institutions, governmental and regional bodies in emergency situations such as Covid-19 and, more generally, allow to face the great global changes" explains **Cosmano Lombardo**, creator of WMF and Start the Future.

"In the current state of things, we cannot exempt ourselves from accelerating our reflections on the global challenges we have faced in recent decades and how much more an integrated international strategy based primarily on cooperation is increasingly needed"

The call will be active until **April 2nd** at www.webmarketingfestival.com/start-the-future: by April 4th the names of the companies will be released. They will then continue to present their projects during "Start the Future", the first international online event which will be held, in accordance, during World Health Day on April 7th.

WMF - The Digital and Social innovation Festival

With over 21,000 attendees recorded in three days at the last edition, 500 exhibitors and partners and 500 speakers from all over the world, WMF is the largest Festival on Digital and Social Innovation. The 8th edition of WMF will explore the universe of innovation in depth through training, shows, entertainment, business and networking events.

> Watch our trailer [here](#)



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