Italy



Only 1 in 3 Italian corporates ran Gen AI startup collaborations - second lowest in Europe

Italian corporates risk falling behind in the AI revolution, with only 37% having run startup collaborations on Generative AI in the last two years — the second lowest rate in Europe, according to Sopra Steria Next's Open Innovation Report 2025.

Despite 83% recognising Open Innovation as crucial to their strategy and 76% having dedicated collaboration departments — the highest in Europe — this lack of progress on collaborations is surprising.

However, a total of 74% of Italian corporates that have engaged in AI collaborations believe startups will play a crucial role in realising their AI strategy.

The appetite for collaboration seems to be growing, with 67% of Italian corporates that have not previously engaged in Open Innovation collaborations planning to do so in the next two years.



of Italian corporates have a dedicated department - highest in Europe



of Italian corporates judge Open Innovation strategically important – second highest in Europe

With other countries accelerating their AI partnerships, Italian corporates must act decisively to close the gap – or risk missing out on the next wave of innovation.

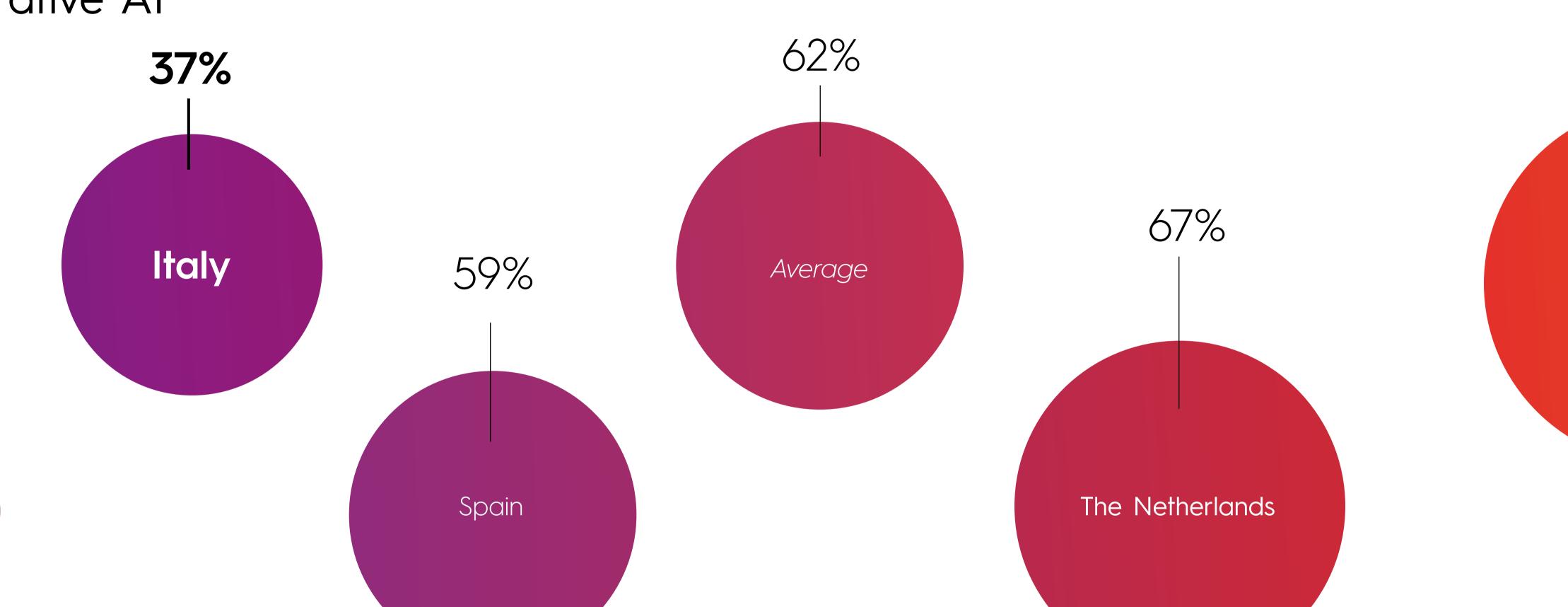
Second lowest level of corporates

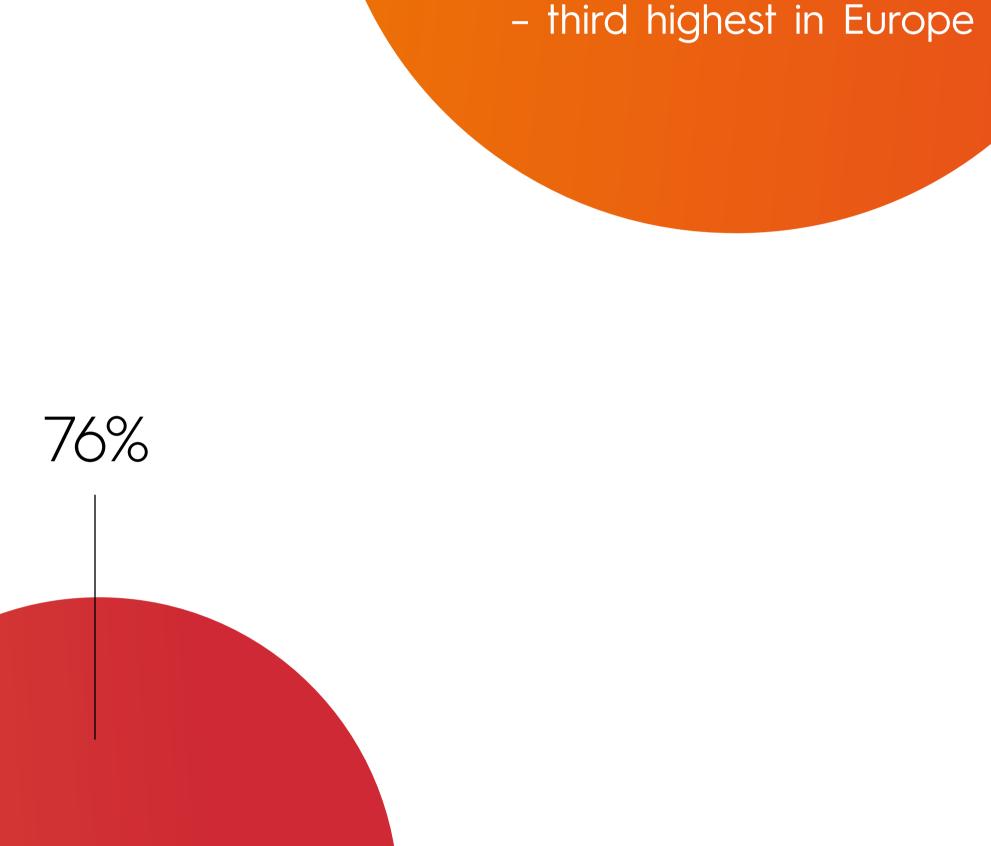
who have collaborated with econd lowest level of corporates who have collaborated with startups on Generative AI

Q: On which AI topics have or are you collaborating with startups? Companies answering Generative AI.

73%

Germany





of Italian corporates who

have run AI collaborations

say startups will have an

important role in AI efforts

Highest level of corporates
to have a dedicated department

26%

Sweden

(3) Third highest level of corporates who have previously not collaborated, but want to start

64%	67%	57%	769
germany	sweden	switzerland	
70% Norway	75% the netherlands	69% average	ITALY

Q: Does your organisation have a dedicated department or business unit that works with startups? Companies answering yes.

21%	18%	25%	
UK	LUXEMBOURG	DENMARK	55%
50%	32%	34%	ITALY
THE NETHERLANDS	GERMANY	AVERAGE	

UK

Q: What are your organisation's expectations for collaborating with startups in the future? Companies who have previously not collaborated selecting Increased focus.

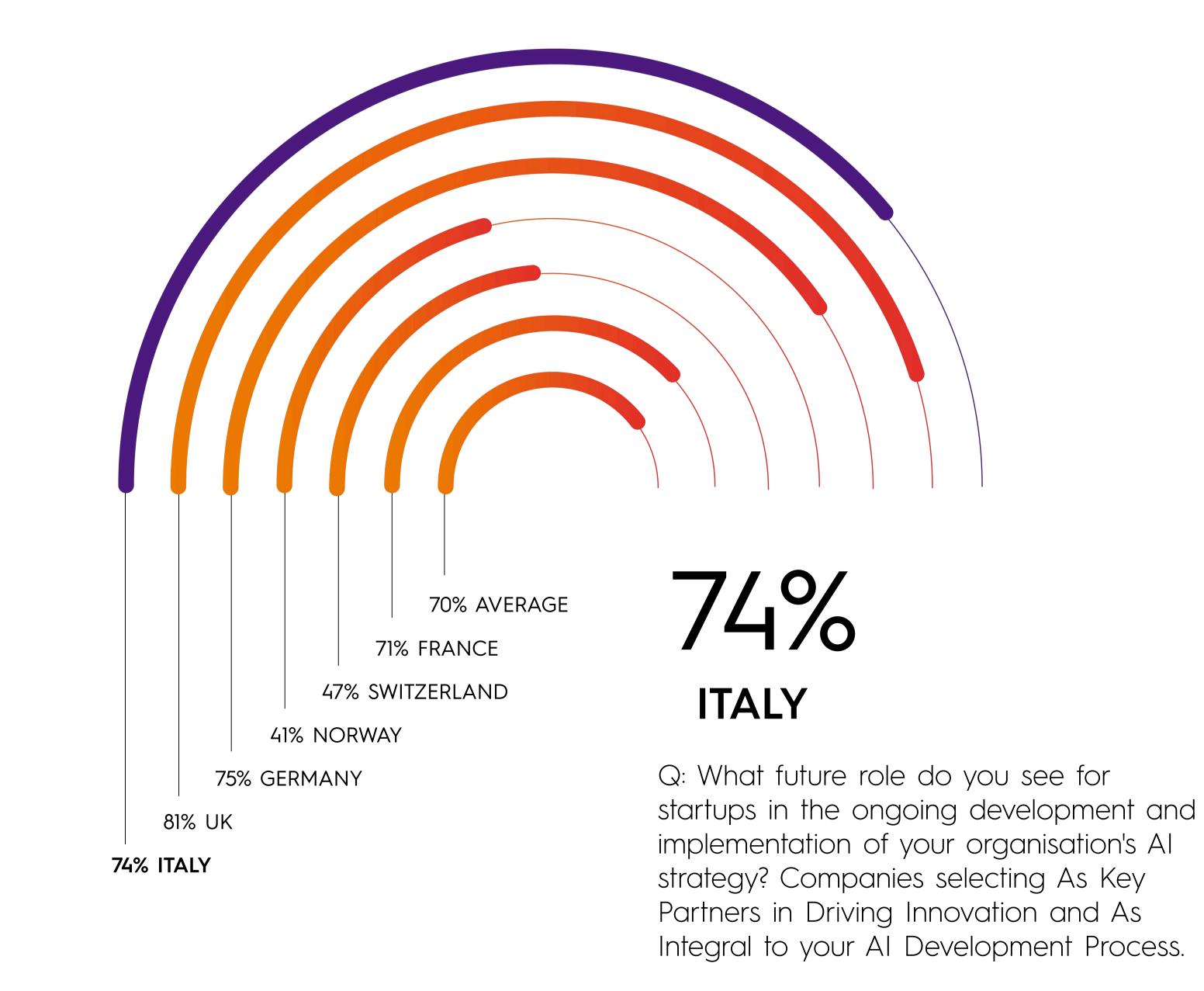


05. Third highest level of corporates

who judge Open Innovation of strategic importance

who judge startups to be crucial in executing their AI strategy

80% AVERAGE 71% SWITZERLAND	83%	
53% SWEDEN	ITALY	
50% DENMARK		
90% BELGIUM	Q: How important is startup collaboration for your organisation's	
91% FRANCE	strategy? Companies answering Very	
83% ITALY	Important (Mission Critical) and Important, but not Mission Critical.	





This survey was conducted among 1,643 public and private sector organisations and startups in 12 European countries: United Kingdom, France, Italy, Spain, Germany, Sweden, Norway, Denmark, Belgium, the Netherlands, Luxembourg, and Switzerland.