

## **Meet Etelätär Innovation (ETE)**

Etelätär Innovation (ETE) is an Estonian tech-intensive SME specialised in boosting green and circular mobility networks. Strongly committed to sustainability and innovation, the company delivers pioneering solutions while investing in innovative research projects across various fields, including smart mobility, logistics, bio-economy, IoT solutions, electric vehicles, and Connected and Autonomous Vehicles (CAVs).

With its headquarters in Estonia and additional offices in Belgium, Spain and Andorra, the company is involved in 4 on-going EU-funded R&D projects exploring a diverse set of topics at the forefront of transport and mobility research. Etelätär Innovation is also one of the main investors in a company repurposing retired EV batteries for stationary Energy Storage Systems.

Its wide-reaching impact is reflected in its numerous partnerships and collaborations with companies, research centres, universities, public bodies, and NGOs both in the European and international arenas. The company is also a founding member of the Smart Transportation Alliance (STA), a global collaborative platform dedicated to innovation in transport infrastructures and smart cities.

With its extensive expertise in green mobility, Etelätär Innovation operates premium electromobility fleets and repurposes retired lithium-ion batteries into high-quality, cost-effective energy storage systems. This experience makes the SME the perfect fit to develop detailed exploitation plans and business models that are in line with current and future market trends in the European and global markets. Focusing on economic reality rather than abstract planning, Etelätär Innovation resorts to innovative methodologies to go beyond an out-of-the-box business plan and challenge BATTERY2LIFE's consortium partners to consider the implications scientific and technical decisions have on marketability, customer and stakeholder relationships and income models.

## **ETE's Role in BATTERY2LIFE Project**

Within the BATTERY2LIFE project, ETE is responsible for conducting the Life-Cycle Analysis (LCA) and a Life-Cycle Cost Analysis (LCCA) for the Battery System (BS) to be developed, from the initial stage of production until its End of Life (EoL). This way, the business cases proposed by BATTERY2LIFE will meet economic viability and cost effectiveness. In this context, ETE also leads the development of the project's exploitation and business modelling, dedicated to utilising the results and insights obtained during the project's life-cycle and beyond.