Massimo Perucca, PhD: (male) obtained his Master Degree in Physics from the University of Turin in 1994 and his PhD in Fluid Dynamics in 1998, after intensive research missions at Joint European Torus (UK) and at Massachusetts Institute of Technology. Following this fundamental research in high temperature plasmas Dr.Perucca devoted his energy to technology transfer and applied research in industry as Project Manager. For ten years, he managed a research group in sustainable surface and nanotechnology processing based on plasma technologies. Since 2005 he funded the consultancy company Project HUB360, dedicated to innovation, sustainable technology transfer and-communication. Dr.Perucca and Project HUB360 staff provide sustainability studies through Life Cycle Assessment methodology and economic viability investigations for new technologies industrial and commercial exploitation.