

LUX FORUMS

11 March | **COLOGNE**

12:00-
13:00

Networking Lunch

13:00-
13:10

Opening Remarks: Necessity Is the Mother of Innovation

The EU's Reference Foresight Scenarios paint four vividly different versions of Europe in 2040. This session will set the tone by highlighting the uncertainties of the future and emphasizing the technological innovations necessary to achieve strategic autonomy and the twin transition.

SPEAKERS:



Yuan-Sheng Yu
Senior Director

13:10-
13:40

The Future of Carbon: Building Resilience in a Defossilized World

The EU's dependence on imported fossil fuels will lessen in a shift toward self-reliance, leading the supply of fossil-based raw materials to dwindle. But the region will still need carbon to make chemicals, plastics, and other physical goods. This defossilization is driving strategies in renewable raw material inputs like recycled plastics, biomass, and captured CO₂ to transform industry inputs. Companies will need to develop supply chains and determine where to place their bets on the future state of carbon.

This presentation introduces Lux's Future of Carbon Framework for evaluating defossilization opportunities and providing guideposts for making decisions about a defossilized future.

SPEAKERS:



Matilde della Fontana
Analyst

13:40-
14:10

Risk and Criticality: Innovating for Raw Materials Security

Critical minerals and raw materials supply shortages threaten the EU's progress toward achieving its twin transition. Access and supply will become limited as countries tighten their positions in the global supply chain, requiring the EU to rethink its raw materials security strategy through technological advances and innovations. Companies will need to determine not only the quantity of raw materials required for their operations but also how they can obtain it.

This presentation will draw on Lux's Raw Materials Criticality Framework, outlining four strategies to mitigate raw materials supply risk and build a robust resource security strategy.

SPEAKERS:



Ian Rinehart
Associate Research Director

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14:10-
14:40

Networking Break

14:40-
15:20

Maximizing Human-Centric Innovation: From Insights to Action

Human-centric innovation isn't just a buzzword; it's an approach that deeply understands and prioritizes human needs, behaviors, and aspirations and a powerful strategy for achieving market dominance, driving exponential growth, and skyrocketing profitability.

This strategy acknowledges that, while technology and data are vital, the essence of successful innovation lies in human creativity, decision-making, and ethical considerations. By focusing on the human element, organizations can develop solutions that resonate with their audiences, ensuring long-term success and relevance in an AI-driven world.

This session will outline and demonstrate practical steps and the tools our clients are leveraging to execute core Lux Innovation Model stages to take a truly human-centric approach to innovation.

SPEAKERS:



Amelia Shee

Customer Experience Manager



Anna McCarthy

Account Executive

15:20-
15:50

Powering the AI Revolution: Playing by the EU's Rules

Europe is home to the second-most data centers in the world and is poised for an AI revolution, bolstered by its robust connectivity infrastructure and regulatory leadership. As AI companies scramble to establish footing in the region to compliantly tap into the market, powering the future of AI in the EU is a pressing challenge.

This presentation will debate the various options available and uncover opportunities for industrial integration to create a self-sustained twin transition ecosystem.

SPEAKERS:



Anirudh Bhoopalam, Ph.D.

Analyst



Karthik Subramanian

Analyst

15:50-
16:00

Closing Remarks: Innovation Is the Key to Future Resilience

In this session, Lux will distill the key takeaways from the event for attendees and affirm Europe's position as a global innovation hub capable of driving resilience in the future.

SPEAKERS:



Yuan-Sheng Yu

Senior Director