

# Beyond Decarbonization: Rethinking Sustainable Innovation Strategies for Europe

Primary industries in Europe are undergoing a major transition driven by changes in the supply chain and rapidly evolving consumer needs. Europe's fertilizer crisis and massive nitrogen and ammonia shortages are creating ripple effects across the value chain, requiring a cross-industry approach to tackle the problem. Industry players — in both the primary and the secondary sectors — urgently need to tackle these challenges and adopt diversified innovation strategies to future-proof their businesses.

This Lux Research Forum will cover the changing paradigm of Europe's primary sector and its impact on secondary industries. Taking a cross-industry approach, we will highlight the strategies needed to survive and thrive from both technological and consumer standpoints.

8:30 –  
9:00

*Welcome & Coffee Networking*

9:00 –  
9:30

## Building Energy Dynamics to Ensure the Future Security of Supply in Europe

**Cecilia Gee**

*Senior Analyst at Lux Research*

The European industrial sector contributes to a combined 26% of the bloc's 4 Gtonne of CO2 emissions. With the EU aiming for carbon neutrality by 2050, this poses a challenge — the industrial sector is the lifeblood of the Continent, but its very presence threatens the EU's ability to meet its carbon-neutrality goals. Can the EU retain its industry while simultaneously reaching carbon neutrality? Or is it inevitable that the EU will have to give up part (or most) of its industry?

This presentation will explore ways that the EU can secure the future of its industrial sector by leveraging emerging technologies, upcoming regulations, and novel business models.

9:30 –  
10:00

## The European Chemicals Industry in Transition

**Anthony Schiavo**

*Senior Director and Principal Analyst at Lux Research*

The European chemicals industry is grappling with geopolitical tensions, structural disadvantages in feedstocks, and growing pressure to decarbonize. New production methods will change the relationships between chemicals companies, the government, and consumers — but will also demand new business models and commercial approaches from the chemicals industry.

Join us to explore how the European chemicals industry can — and can't — adapt to the rapid changes set to occur over the next decade.

10:00 –  
10:30

*Networking Break*

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10:30 –  
11:00

## Revitalizing Europe's Agrifood Sector: A Fresh Look at Strategies to Innovate Amid Disruption

**Harini Venkataraman, Ph.D.**

*Associate Research Director at Lux Research*

Europe's agrifood sector is facing a sea change due to supply chain disruption — from fertilizer shortages to evolving policy and geopolitical changes. The European Green Deal and its Farm to Fork Strategy have created a pressing need for Europe to refurbish its innovation strategy. Europe has a high appetite for technology innovation, but slow-moving agrifood regulations necessitate a diversified approach from companies in the agrifood and consumer packaged goods value chain.

This presentation will highlight how upstream and downstream players can capitalize on both near- and longer-term opportunities, covering topics from regenerative agriculture to precision fermentation.

11:00 –  
11:30

## Balancing Consumer Perspectives and Environmental Responsibility in the Adoption of Sustainable Products

**Cheryl Auger**

*Senior Anthropologist and Director of Client Delivery and Advisory at Lux Research*

As we strive to establish a sustainable future, CO<sub>2</sub>-based plastics present a fascinating intersection of innovation and environmental responsibility. However, beyond their environmental implications, these innovative materials must also align with consumer expectations to truly thrive in the market. This talk explores the various consumer considerations influencing the acceptance of CO<sub>2</sub>-based plastics.

Join us as we delve into consumer expectations for these plastics to be applied in creating functional and more durable products, reflecting a preference for plastics with extended lifespans. We'll further explore concerns around potential worsening of pollution, emphasizing the need for comprehensive life cycle management, which includes recycling, disposal, and breakdown processes.

11:30 –  
12:10

## Client Panel: Staying Relevant in Europe's Decarbonized Future: A Cross-industry Perspective

**MODERATOR: Arij van Berkel, Ph.D.**

*Chief Product Officer at Lux Research*

### CLIENT PANELISTS:

**Eric Appelman**

*Chief Revenue Officer at Aduro Clean Technologies, Brightlands Chemelot Campus*

**Petri Mast**

*VP Technology and Innovation at Sibelco Group*

**Peter van Gelderen**

*Managing Director at Icos Capital Management*

The EU was once the global capital of the chemicals industry, a net exporter to every other region. That was at least 10 years ago. This kind of shift has happened before and in other sectors. The EU countries once had a thriving textile industry and a major shipbuilding industry. What will the future hold? Is the EU's heavy industry bound to move to other regions with cheaper resources, or can the EU forge an industrial policy throughout the transition of the Green Deal that will reindustrialize Europe? If so, what are the key elements of such a policy?

# **Beyond Decarbonization: Rethinking Sustainable Innovation Strategies for Europe**

12:10 –  
12:15

## **Closing Remarks**

**Harini Venkataraman, Ph.D.**

*Associate Research Director at Lux Research*

12:15 –  
14:00

## **Networking Lunch**