

# Sustainable Innovation in the New Era of Industrial Policy

Measures like the U.S. Inflation Reduction Act and CHIPS and Science Act have inaugurated a new era of industrial policy where governments take a stronger hand in shaping the direction of innovation to meet goals in climate, supply chain resiliency, and other key priorities in both the U.S. as well as globally. Now, business leaders need to respond creatively to identify opportunities in this new landscape while balancing financial performance with their own strategic sustainability goals.

This Lux Research Forum examines the impact so far and explores the outlook for sustainable innovation in a new geopolitical landscape.

8:00 AM –  
9:00 AM

*Networking Breakfast*

9:00 AM –  
9:40 AM

## The New Innovation Playbook

**Michael Holman, Ph.D**

*SVP and Group Director at Lux Research*

Success in the emerging innovation landscape requires not just mastering technical evaluation and financial modeling but also navigating a shifting policy landscape, following evolving consumer demands, and deploying new business models as well as novel products.

This presentation draws out the implications of the rising importance of sustainable innovation along with newly aggressive industrial policy and what it means for corporate innovation teams as well as investors, entrepreneurs, and public officials.

9:40 AM –  
10:10 AM

## From Sustainability to Resilience: Steering Innovation Amid Evolving Consumer Expectations

**Cheryl Auger**

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

Join us for an illuminating discussion that will explore the critical shift from sustainability to resilience in corporate responsibility, driven by evolving consumer expectations, unpacking key trends like life cycle thinking, the rise of ethical as quality, and the redefinition of success to avoid collective burnout. By highlighting global examples, we will provide actionable insights for senior executives on fostering resilience in their innovation strategy and aligning with the growing demand for transparency, ethical production, and product responsibility.

10:10 AM –  
10:40 AM

*Networking Break*

# Sustainable Innovation in the New Era of Industrial Policy

10:40 AM –  
11:10 AM

## Mapping the Global Policy Outlook

**Ian Rinehart**

*Associate Research Director at Lux Research*

While “reshoring” and “resilience” may be the watchwords for new U.S. industrial policy, global disengagement isn’t the goal — and other nations certainly aren’t standing still either. Meanwhile, despite the new opportunities being created by strong policy actions like the U.S. Inflation Reduction Act, protectionist actions can create threats as well. Beyond supply chains, multinational companies need to watch for vulnerabilities in their “innovation chains” as not only physical goods but also the IP, manufacturing techniques, and expert personnel themselves are subject to controls.

This presentation places policy in a global context and explores the strategies companies can deploy to respond.

11:10 AM –  
11:50 AM

## Client Panel: Taking Action in the New Era

**MODERATOR: Anthony Schiavo**

*Senior Director and Principal Analyst at Lux Research*

### CLIENT PANELISTS:

**Jacqueline Weber**

*Director and Head of Office NFIA NE-USA at Netherlands Foreign Investment Agency (NFIA)*

**Coppelia Marincovic**

*Partner at Solvay Ventures*

**Siddharth Pannir**

*Founder and Engineer at GenH, Inc*

**Koushik Gupta**

*Strategic Marketing & Innovation Consultant*

Innovation organizations need to evolve and incorporate new competencies to support successful strategies — but building these skills into traditional innovation processes and structures isn’t easy, particularly as new best practices are still emerging. Executives at leading companies that are setting the pace of sustainable innovation reflect on today’s conversations and discuss what their teams are doing to act and position their organizations for the new era.

11:50 AM –  
12:00 PM

*Networking Break*