

How Human-Centric and Resilient Innovation Drive Sustainability Growth

**MORNING
AGENDA**

Insights Nexus: Where Human-Centric Innovation Meets Sustainable Transformation

Join us at the Insights Nexus event, where pioneering minds converge to explore the dynamic intersection of human-centric innovation and sustainable transformation. Embrace the power of AI-driven consumer insights and discover the essential skills that will revolutionize insights teams in the everchanging consumer landscape. Challenge the conventional notion of “actionable insights” in the realm of human-centric research as we redefine the art of making research truly impactful and action oriented.

At the heart of the event lies the quest to make sustainability irresistible through a unique desirability formula. Unearth the underlying triggers that captivate consumers and drive sustainability initiatives across industries. Witness live demonstrations of this formula in action, inspiring your organization to reimagine narratives, craft authentic products, and resonate with conscious consumers.

**8:00 AM –
9:00 AM***Networking Breakfast***9:00 AM –
9:45 AM****Embracing AI-Driven Consumer Insights:
Nurturing Human-Centric Innovation Through Skills Development****Ujwal Arkalgud***EVP and Group Director for Consumer Innovation at Lux Research***Samantha Roloff***Data Scientist at Amway*

In the race to harness AI's transformative potential for consumer insights, organizations face a pivotal challenge: how to cultivate and embrace the new skills required to navigate this dynamic landscape successfully. This interactive session explores the essential skills that will shape the future of insights teams, enabling them to harness the power of predictive anthropology and AI-driven technology.

We will use case studies and hands-on demos of our cutting-edge AI platform to show how the fusion of human expertise and advanced technology drives human-centric innovation. Join us to discover how to cultivate a skillful and adaptable insights team that leverages AI to decode consumer sentiments at scale while remaining firmly anchored in human values.

How Human-Centric and Resilient Innovation Drive Sustainability Growth

9:45 AM –
10:30 AM

Redefining Action: How Human-Centric Research Can Break Free from the Limitations of “Actionable Insights”

Cheryl Auger

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

Natalie Taake

Senior Innovation Manager at The Kroger Company

As more businesses talk of human-centric research, the term “actionable” has become a buzzword — one that often limits the scope and potential of research. In this session, we redefine what “actionable insights” mean and explore the true value of human-centric research. We will show you how good research should spark curiosity, challenge beliefs, and reveal new possibilities.

Learn how to transform your research from simply “actionable” to truly impactful, enabling your organization to pursue innovative solutions. Through compelling case studies and interactive discussions, we'll reveal the art of making research action oriented through your own initiative.

10:30 AM –
11:10 AM

Networking Break

11:10 AM –
11:55 AM

Making Sustainability Irresistible: A Desirability Formula Unveiled

Ujwal Arkalgud

EVP and Group Director for Consumer Innovation at Lux Research

Jason Partridge

VP, Client Success at Lux Research

Lumeng Jin

Agile Innovation Manager at Mars Wrigley

Join us for a thought-provoking thought leadership session where we explore the heart of sustainability and its consumer appeal. Through our extensive ethnographic research, we've unearthed underlying triggers that make sustainable alternatives truly irresistible across industries. We will present these triggers in the form of a formula that is easily taught and can be effectively applied for brainstorming and opportunity mapping.

In this interactive session, we'll demonstrate the practical use of this formula, bringing it to life before your eyes. Prepare to gain valuable insights that will reshape your team's approach to sustainability initiatives. Empower your organization to craft authentic narratives and products that resonate with consumers, making sustainability an irresistible force for positive change. Walk away with a renewed vision and the tools to drive purpose-led innovation, inspired by the power of the desirability formula.

11:55 AM –
12:00 PM

Morning Wrap-Up Remarks

Jason Partridge

VP, Client Success at Lux Research

12:00 PM –
1:00 PM

Networking Lunch

How Human-Centric and Resilient Innovation Drive Sustainability Growth

**AFTER-
NOON
AGENDA**

Building Resiliency from the Supply Chain to the Consumer

Businesses today face an unparalleled era of uncertainty, from geopolitical conflict to extreme weather events to scarcity of critical materials to shifting consumer attitudes — and, of course, sustainability is still a growing imperative. How can strategy and innovation leaders future-proof their companies in affected industries like consumer goods and industrial manufacturing? Innovation is needed to develop the technologies, consumer insight tools, and business models that build resiliency and uncover new sustainable growth opportunities.

This Lux Forum brings together the latest research from Lux Research analysts along with insights from top executives to explore this and other critical questions.

**1:00 PM –
1:05 PM**

Welcome Back & Introduction

Jason Partridge*VP, Client Success at Lux Research***1:05 PM –
1:45 PM**

Building Flexibility from Product Development to Production

Kristin Marshall*Associate Research Director at Lux Research*

Traditional reliance on economies of scale in manufacturing makes it difficult to quickly change products and production processes. Consequently, many companies haven't been able to readily adapt to disruptions in supply chains or shifting market dynamics. Yet, to meet business and sustainability goals in this increasingly unpredictable world, flexibility is more critical than ever before — and fortunately, thanks to innovation and new technologies, it's also more achievable.

Join us for this presentation highlighting innovations for achieving greater flexibility within your organization, including tools that can equip innovation and research teams to contribute to this aim.

**1:45 PM –
2:15 PM**

From Sustainability to Resilience: Steering Innovation Amid Evolving Consumer Expectations

Ujwal Arkalgud*EVP and Group Director for Consumer Innovation 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.

How Human-Centric and Resilient Innovation Drive Sustainability Growth

2:15 PM –
2:45 PM

Networking Break

2:45 PM –
3:15 PM

Business Model Innovation for Sustainability and Resilience

Michael Holman, Ph.D.

SVP and Group Director for Manufacturing and Materials at Lux Research

Traditional business models in consumer goods and manufacturing are inherently based on producing and selling physical products, which will increase resource needs with growth, challenging sustainability goals and exacerbating vulnerability to supply disruptions. New business models can help improve sustainability and resiliency across the value chain — but many organizations aren't as comfortable with business model innovation as they are with technology and product innovation.

Join us for this presentation that outlines a framework to guide thinking about novel business models and highlights key case studies.

3:15 PM –
4:00 PM

Client Panel: Putting the Pieces Together for Resilient, Sustainable Innovation

MODERATOR: Josh Haslun, Ph.D.

Research Director, Agrifood and Health at Lux Research

CLIENT PANELISTS:

Paris Tsoanakakis

Director of Transformational Innovation at Cargill

Mike Kesti

Senior Vice President of 3M's Corporate Research Laboratory

Building a resilient company from supply chain to sale requires a cohesive innovation strategy that includes three key assessments: an assessment of consumer or end-user connection to resilience, an assessment of the technologies that enable flexibility in your processes, and an assessment of the business models that bring everything to life. In this forum, we'll examine each assessment in detail and probe the efforts underway and challenges experienced by leaders across multiple industries. By examining strategies from diverse industries, we will uncover the short-term paths forward and long-term best practices to better prepare for a highly uncertain future that requires resiliency to remain a leader.

Join us to get to the bottom of piecing together your resiliency strategy toward sustainable innovation.

4:00 PM –
4:05 PM

Afternoon Wrap-Up Remarks

Jason Partridge

VP, Client Success at Lux Research

4:05 PM –
4:30 PM

Networking