



European Institute for Exponential Technologies and Desirable Futures

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"Moonshots for Europe" – Futur/io Institute launches new reference book

- **Henkel and smart support Futur/io's private reception during World Economic Forum**
- **SAP to be announced as new Partner in addition to Deloitte and Alpha, the moonshot factory created by Telefónica**

Davos, January 23, 2019

Futur/io, the European Institute for Exponential Technologies and Desirable Futures, launched its new compendium "Moonshots for Europe" at a private reception during the World Economic Forum week in Davos on January 23, 2019.

"Moonshots for Europe" discovers the disruptive power of exponential technologies for Europe and describes a way to actively steer Moonshot Thinking at corporates, NGOs, and innovative organisations. 28 international Futur/io faculty members and authors, each with a strong focus on digitisation or innovation approaches, contributed to the work. The book includes case studies and the Futur/io Moonshot Framework, a guide using Moonshot Thinking in corporations.

Harald Neidhardt, the book's publisher and CEO of Futur/io stated: "Moonshots for Europe is a modern guidebook for CxOs, corporate innovation leaders and change makers. Together with the Futur/io faculty we created a flight manual for your launch into desirable futures. Buckle up, get inspired and ignite your own Moonshot."

The book will be distributed via Amazon and available through the www.futur.io website by the end of January. The publishing of the book is supported by Founding Partners Deloitte and Alpha, Europe's first moonshot factory established by Telefónica, by Henkel X, Henkel's open innovation and collaboration platform, and smart.

About 120 participants joined the book release event at Steigenberger Grandhotel Belvédère that was opened by Cristian Citu, Digital Transformation Lead at WEF. Panel guests such as Pablo Rodriguez, CEO of Alpha; Nikolay Kolev, Lead Partner Digital Transformation at Deloitte and Managing Director at Deloitte Digital Ventures; Carolin Güthenke, Head of Marketing Communications and Brand Management at smart; and Dr. Rahmyn Kress, Chief Digital Officer at Henkel discussed the Moonshot Thinking with pioneering innovators and Futur/io faculty members.

Pablo Rodriguez says: "The world is facing significant, urgent issues that can only be solved through big thinking, human collaboration and radical technologies. People often look to Silicon Valley for world-changing innovation but they can't solve these problems on their own. Right here in Europe we have the skills and talent to devise solutions that will change the lives of hundreds of millions of people. The secret ingredient is Moonshot Thinking: Organisations need to get away from incremental R&D and reconsider what is possible. This is what we're trying to do at Alpha and through the Futur/io network."

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Nicolai Andersen, Chief Innovation Officer, EMEA at Deloitte, points out: “The key to creating desirable futures for our societies is innovations that are designed to create positive impacts for human beings as individuals and societies at large. In order to be able to create innovations like that, we need to have the right mindset in our companies. Because it is companies who are the main driver of innovation.”

“Disruption is an opportunity. In order to seize it, a company must not simply inject digital thinking into the business, but instead use digital to transform the very DNA of the company itself. Don’t assume you can make a tectonic technological shift while maintaining the rest of the business model. The only way to regenerate a business is to collaborate across varied marketplaces and engage your company’s entire workforce in the revolution”, says Dr. Rahmyn Kress.

Carolin Güthenke adds: “smart has always been a pioneer. Therefore radical ideas that affect millions of people positively are definitely an integral part of our brand’s identity. As the first automotive manufacturer we will switch our portfolio to a fully electric fleet by 2020. Our 2030 vision builds on a new generation of sharing functions and adds autonomous features to the car: our smart vision EQ fortwo is designed to significantly improve urban life as we know it and to anticipate the needs of our future customers: the people who live and drive in our cities.”

Furthermore, Harald Neidhardt took the reception as an opportunity to welcome SAP, represented by Stefan Schöpfel, VP Digital Solutions, SAP Digital Business Services, as a new partner of the Futur/io Institute. Together with Founding Partners Alpha and Deloitte, and the further partners smart (Daimler AG) and Henkel X, SAP will support the institute to follow their mission.

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About Futur.io

Futur.io is an European education and research institute focused on exponential technologies & desirable futures, founded in 2017. It offers executive trainings, curates bespoke ideation experiences and conducts future scenario research to support a new leadership in exponential times. Its think tank is led by a tribe of leaders from science, industry, and government. Further information: www.futur.io

About the Partners

Alpha

Alpha is a Moonshot Factory – an innovation facility created by Telefónica in 2016 to build Moonshots: audacious projects on the edge of what is technically possible that will affect 100s of millions of people, have a positive societal impact, and grow into Billion Euro plus businesses.

Based in Barcelona, Alpha gathers some of the world's brightest minds to bring breakthrough technology and radical solutions to the planet's biggest challenges. The team is a diverse, collaborative, curious, passionate group of people trying to make the world a better place.

Deloitte

Deloitte provides audit, risk advisory, tax, financial advisory and consulting services to public and private clients spanning multiple industries; legal advisory services in Germany are provided by Deloitte Legal. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte's approximately 286,000 professionals are committed to making an impact that matters.

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Henkel and Henkel X

Henkel holds leading positions with three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2017, Henkel reported sales of 20 billion euros and adjusted operating profit of around 3.5 billion euros. Henkel employs more than 53,000 people globally. Its preferred shares are listed in the German stock index DAX.

In 2018, the company has launched Henkel X, an agile, hyper-connected and entrepreneurial platform for collaboration and innovation, bringing together the smartest network and industry partners through open collaboration. Ambition is to unite and accelerate Henkel's entrepreneurial transformation across three pillars: Ecosystem, Experience and Experimentation (build, measure and learn). Offering a collaborative approach across all industry sectors to continuously improve customer and business partner relationships and consumer experience. The development of new business models collectively accelerates and innovates, driving industrial digital transformation. For more information, please visit www.henkelx.com and www.henkel.com.

smart

Big ideas start out small. In 2020, smart will become the first automotive brand to transition from combustion to fully electric. We challenge the status quo to ease urban lives with new ideas. Join our journey and be part of the rise of this new era: www.smart.com.

SAP

As the market leader in enterprise software, SAP turns businesses into intelligent enterprises. Their applications and services enable more than 413,000 customers to operate profitably and adapt continuously. With a global network of customers, partners, and employees, SAP helps the world run better and improve people's lives. For more information, visit www.sap.com.