

Futur/io in Davos on the WEF

Time to act

During the World Economic Forum (WEF) in Davos, the Europe-based Futur/io Institute welcomed about 200 top-class guests from the UN, the WEF and the economy. CEO and Curator Harald Neidhardt kicked off the reception that featured multiple talks on innovation around the topic 'Moonshots for Europe'. Along with its partners, Futur/io is entering the next stage in Moonshot Thinking — an intense execution phase to promote exponential developments in accordance with the UN Sustainable Development Goals (SDG).

Davos, January 24, 2020 – During the World Economic Forum, the Hamburg-based Futur/io Institute presented its topics for the “Moonshot Mission 2020”. Harald Neidhardt, curator of Futur/io called on his guests to actively participate in shaping Europe's future. In order to support the realisation of the UN SDGs, Futur/io Institute fosters the networking of entrepreneurs, creative minds and scientists with representatives of the United Nations, the WEF or futurologists and Moonshot inventors.

Futur/io welcomed an invite-only audience of representatives of the World Economic Forum. In addition to top-class speakers, there were influential thinkers such as Astro Teller (founder of X, the Moonshot Lab at Google / Alphabet) and representatives of European media, investors, family offices, science, startups and decision-makers from Dax companies in the audience. The audience was greeted by Cristian Citu, Head of Digital Transformation at the WEF.

Harald Neidhardt: “We need all parts of society to play their role in dealing with the climate goals and major societal challenges of the new decade. New technological breakthroughs need to support our European responsibility to humanism and a



Harald Neidhardt introduces the „Moonshot Mission 2020“ of Futur/io in Davos. Foto: Futur/io

desirable future for everyone. I invite you to join us and participate in the European Futur/io network.”

The European Commission is fostering exponential innovations with a new € 100 billion research fund. The fund is based on Prof. Mariana Mazzucato's (University College London) mission-oriented approach and supports innovation aligned with the SDGs. The agency for exponential innovations is also developing mission-based innovation funding in Germany.

Dianne Dain, Head of the UN Tech Innovation Labs (UNTIL) opened the lectures: “There is nothing that describes progress as accurately as the inclusion of young people. We can turn your energy and passion into action. We all have a common moonshot for our planet! Our ‚Reboot the Oceans‘ initiative for the United Nations Ocean Conference was announced here in Davos.”

Thomas Saueressig, Member of the Executive Board of SAP SE for SAP Product Engineering, described the goal of SAP's sustainability efforts and introduced a ‚Greenline‘ to use data analysis



with SAP to not only optimize companies' business plans, but also to help integrate SDG requirements into their business processes.

Ann Rosenberg, SVP UN Partnerships and SAP Next-Gen, spoke about the 'SDG Ambitions', which were presented in Davos on January 23 together with the UN Secretary General António Guterres. This initiative is a management guide, based on an open source model, designed to help with the implementation of the SDGs.

Dr. Rahmyn Kress, General Partner at HenkelX Ventures reports on their collaboration with Tortoise Media, who launched the 'Global Artificial Intelligence Index'. It collects data in 55 different countries and uses 150 different indicators to analyze the state of development of artificial intelligence, and identify and optimize possible weak points. Alexandra Mousavizadeh, partner of Tortoise Media, deepened the discussion about the influence of exponential technologies such as AI with Prof. Erik Brynjolfsson from the MIT Sloan School. The discussion focussed on the AI race between the USA and China vs. Europe, as well as the impact of AI on various industries and tomorrow's workforce.

Jörn Leogrande, Executive Vice President Innovation Labs at wirecard, summarized the new collaboration with the Futur/io Institute: „We're on our way and are excited to support sustainable innovations for global challenges, together with Futur/io and other innovators.“ Leogrande presented successful ideas and FinTech startups that are committed to enabling global innovation through finance.

Andrew Goldstein, partner at Deloitte Digital, presented the 'Global Survival Sprint', a platform

for companies, programs and initiatives dealing with the SDGs. For the next 10 years (40 quarters), interested parties can register and indicate which stage of the 'survival sprint' they currently find themselves in. Phases include 'scout, match, model, co-create or build'. The programme fosters cross-border cooperation in fulfilling the UN's Sustainable Development Goals.

Other speakers include Bernhard Kowatsch, head of UN World Food Programme Innovation Accelerator (UN WFP) and environmental activist Mark Buckley - both as representatives of the Futur/io faculty, who attended in large numbers along with representatives of the alumni network and Futur/io Fellows.

The panel hosted by SAP included: Stefan Schöpfel, Vice President, Digital Business Services EMEA North, SAP; Jesper Schleimann, Chief Customer Innovation Officer, SAP and Christian Boos, VP & Head of SAP Startup Engagements, SAP.

More here:

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About us:

Futur/io is the European Institute for Exponential Technologies & Desirable Futures. We believe that companies can realize their full potential and participate in shaping our common future. In addition, we bring the experts of our Faculty in connection with companies and support them in their Moonshot projects.