

PRESS RELEASE

Quiero partners with Futur/io to promote disruptive innovation and Moonshots in Spain

- Through this agreement, Quiero will collaborate with Futur/io the European Institute for Exponential Technologies and Desirable Futures, a reference in the Moonshot Thinking Methodology to develop disruptive innovation projects among Spanish companies.
- Quiero and Futur/io will organise the first Masterclass on Moonshot Methodology in Spain. The four-weeks programme will start on March 15 with 12 pre-recorded, exclusive speaker insights and 4 weekly live-workshops supported by online audiovisual material.



Madrid, 3rd of February 2021. Quiero, an international sustainability platform, and Futur/io, the European Institute for Exponential Technologies and Desirable Futures, have signed a strategic alliance to work together to promote disruptive innovation among Spanish companies in the coming years, to overcome the social, economic and environmental challenges we face.

Futur/io has been a European benchmark since 2017 in the development of 'Moonshots': possible and desirable futures that seek a daring and radical solution to a global challenge that affects millions of people and positively impacts the world. Futur/io can count on its own innovative methodology that is applied to its projects and that contributes to the development of 'Moonshots'.

Sandra Pina, General Director at Quiero, comments that "with this alliance we will work together with the European benchmark organisation in disruptive innovation to help Spanish companies and organisations to promote systemic changes. Today more than ever we need 'Moonshots' to move from incremental to exponential innovation and to imagine those desirable futures that will help us overcome the social, economic and environmental challenges of society, which have been increased by Covid-19, both in Spain and in Europe".

In this way, Quiero maintains its efforts to promote disruptive innovation and desirable futures in Spain and continues to work on the reflections generated out of Sustainable Brands Madrid 2019, an international forum of reference in sustainability, where more than 30 speakers analysed how 'Moonshots' can promote a change of mindset needed to face the change ahead.

Quiero thus joins organisations that are leaders in innovation and that have already worked with Futur/io, such as: Telefónica Alpha -now Koa Health-, H-Farm, Red Bull Futur/io, SAP, Deloitte, The Camp or United Nations Climate Change Secretariat.

"For Futur/io, this collaboration with Quiero is a great opportunity to promote desirable futures and disruptive innovation in Spain, a country in which many companies, both large and SMEs, want to contribute to act upon social and environmental challenges and dare to innovate." says **Harald Neidhardt, CEO & Curator of Futur/io**.

Moonshot Thinking Masterclass

Through this strategic alliance, Quiero and Futur/io will organise the first Moonshot Thinking Masterclass in Spain, which will take place between March 15th and April 16th. It will not only include 12 top notch speaker videos but also four main working sessions complemented with online audiovisual material, that will explain how to accelerate 'Moonshots'. Attendees will be empowered to become agents of change for a better future.

The Futur/io Faculty will be formed by leaders in innovation such as Pablo Rodríguez, Advisor at X (formerly Google X) and former CEO at Telefonica Alpha and advisor of the Spanish Government in AI, Martin Wezowski, Chief Designer at SAP, and Marc Buckley, advocate for the UN SDGs.

In the first chapter, the participants will be introduced to the Moonshot Thinking universe, gear up for their Moonshot journey, and start developing their compass for change. Building on the participants newly acquired compass for change and feeling for time, they'll get acquainted with what it means to design for humans of the future. During the third week, after the attendees have gotten familiar with the market of the future, they are ready to start developing their Moonshot mission. After everything is set up and the countdown till launch has begun the last chapter is all about pumping fuel into the Moonshot mission.

Registrations are already open on masterclass.futur.io and the masterclass will also have a scholarship for students who want to be part of the masterclass and collaborate in the project.

About Quiero.

Quiero is an international platform that works on the equation of business, sustainability and brand. Quiero only participates in projects that involve putting the person, society and the environment at the centre. Since 2015 it has organised Sustainable Brands® in Spain, an international forum of reference in sustainability that has held five editions. In 2009, Quiero created "Diálogos en La Granja", a think tank to encourage reflection and ideas exchange on key trends and to promote the construction of a more prosperous and egalitarian society. So far, six editions of "Diálogos en La Granja" have been held addressing key topics such as: Capital markets, Renewable energies, Pensions, Smart Cities, Growth model and Inequality.

About Futur/io

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

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