

## Futur/io is creating visions for Europe

From June 19 to 21, 2019 the Futur/io Institute brings together leading executives, scientists and futurists true to the motto “Moonshots for Europe”. During the two-day workshop in Aix-en-Provence 15 different speakers will present their ideas, projects and visions for the European future, e.g. Airbus, Daimler, Deloitte and SAP. The workshop will be about implementing innovative strategies to fortify the European way of future-thinking against the dominance of the American Silicon Valley.

“Moonshot Thinking” represents ambitious initiatives, thinking big and the will to take risks. Based on John F. Kennedy’s aspirations to send the first human to the moon and back in a timespan of 10 years, Futur/io - The European Institute for Exponential Technologies & Desirable Futures – teaches “Moonshot Thinking” in an international training for executives.

Pablo Rodriguez, CEO of Telefónica Alpha and partner of Futur/io says: “Our world is facing enormous challenges, which we can only tackle with worldwide collaboration, radical technologies and ambitious thinking. We can’t solely rely on the technical developments from Silicon Valley. We as Europeans have to learn to trust in our own strengths and talents. That’s exactly what we are trying to do at Alpha, together with the Futur/io network.”

Futur/io’s executive programs provide lectures and workshops about key technologies, disruptive business models and thought patterns, as well as methods to enable compa-



*„thecamp“ in Aix-en-Provence is the perfect location to bring together Futurists, Scientists and leading executives  
Foto: Vincent Fournier*

nies to implement “Moonshot Thinking” into their corporate strategy.

Located in the south of France, “thecamp” in Aix-en-Provence is a brand new, connected cultural center located in the French Provence. In a natural environment on 17 hectares, architect Corinne Vezzoni created a state-of-the-art learning facility through the synergy between modern architecture and contemplative nature.

### 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.

### Our partners:

Telefónica Alpha, Deloitte, SAP and Henkel X