

FOCUS AREAS IN 2019



Open innovation to develop a new generation of concepts



Designing responsible food systems



Finance for a greater good



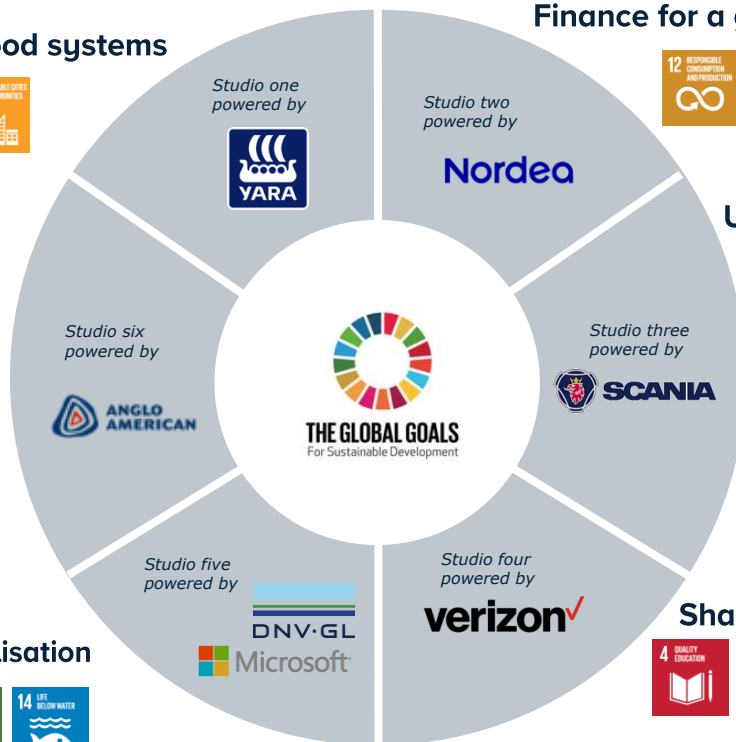
Unleashing the potential of the bioeconomy in Europe



In the shoes of tomorrow's consumer



Ocean digitalisation



Shaping the future of work





FOCUS AREAS IN 2019

Work-in-progress themes and problem areas



Nordea



verizon



Designing responsible food systems for healthy people and a healthy planet

Problem areas:

- Food chain:** A new way of thinking about traceability in the food system.
- Circular economy:** How using circular principles can help alleviate nutrient shortages in the agriculture sector.
- Digital farming:** How we can better use and increase access to technology in new markets to help drive agricultural growth, livelihoods and productivity.
- Decarbonising Yara:** Focusing more on green technologies and partnerships, and reducing the carbon footprint/increasing carbon sink capacity of the forest/degraded land.

Finance for a greater good

Problem areas:

- Accelerating sustainable business models:** How might we evolve banking to become a better advisor in order to drive business in a sustainable direction?
- Democratise impact investing:** How might we democratise impact investing so that every single person can easily invest to make the world a better place?
- Awareness and understanding:** How might we raise awareness of the importance of sustainable finance in the transition to a sustainable economy?
- Knowledge-action gap:** How might we transform awareness of sustainable finance into tangible action?

Unleashing the potential of the bioeconomy in Europe

Problem areas:

- Access to sustainable biomass feedstock** is too constrained.
- Growth prospects for bio-based transport and energy fuels** are too weak.
- Non-energy related bio-based materials and products** are not achieving their potential.
- Demand for bio-based products** is limited by lack of engagement and enthusiasm from consumers and decision-makers.

Shaping the future of work

Problem areas:

- Redefining future workspaces:** How might the workspace of the future look, feel and function?
- Redeploying displaced workers:** How do we create new, productive opportunities for displaced employees?
- Reforming education and future skills:** How do we prepare the workforce of the future, embrace diversity, and promote life-long learning?
- Releasing the potential of 4IR:** How does the fourth industrial revolution enhance the future of work, and improve people's lives?

Ocean digitalization

Problem areas TBC.

- Likely key words: Digitisation, oceans, shipping, food.*

In the shoes of tomorrow's consumer

Problem areas TBC.

- Consumer trends:** How will global grand challenges and technological trends affect consumers' attitudes, beliefs and behaviors over the next few decades?
- Participant targets:** A range of consumer and industrial actors to articulate what consumer trends are likely to exist in 2020-50.