

Today's Webinar Will Begin Shortly:

The Top Trends in Sustainable Innovation:
Reviewing Key Developments of 2021 and Predictions for the Future

QUESTIONS?

Use the questions box on your screen

AUDIO ISSUES?

Use the global dial-in number in your confirmation email



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The Top Trends in Sustainable Innovation: Reviewing Key Developments of 2021 and Predictions for the Future



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Sustainability?

"Meeting the needs of the present without compromising the ability of future generations to meet their own needs."



**United
Nations**





The Lux Sustainable Innovation Model has three pillars



Circular Tech

Enabling the elimination and remediation of waste as well as the regeneration of natural systems

Lux Recommends

Your innovation strategy needs to have a compelling vision, clear business models, and proof that the circular economy practices deliver on their promise of product performance and resource efficiency to build circular supply chains.



Future Consumer Tech

Enabling nutrition and wellness for the world's population

Lux Recommends

Your innovation strategy needs to strike the right balance between sustainability outcomes (health, safety, and transparency) while delivering on performance, cost, and ease of access to capitalize on the rapidly evolving needs of the future consumer.



Climate Tech

Enabling the elimination and remediation of greenhouse gas emissions

Lux Recommends

Your innovation strategy needs to leverage technologies and sectors powering the energy transition as well as figure out how to directly reduce emissions and evolve your business models to reach your enterprise's sustainability goals.



Digital Tech

Data about everything

Technologies:

- Encryption
- Data wrangling
- Digital biomarkers
- Satellite imaging
- Ultra-wideband sensors
- Quantum computing
- Anti-counterfeiting
- Edge computing

Platforms & systems:

- Cybersecurity
- Decentralized healthcare
- Direct to consumer

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REVIEWING 2021 PREDICTIONS

Circular Tech

Our 2021 Prediction

"Recycling efforts in the U.S. will lag behind those in other regions given the U.S.' mishmash of municipal, local, and state regulation combined with its lack of federal laws."

What Happened

At the state level, Maine and Oregon passed consumer packaging extended producer responsibility bills. At the federal level, the Break Free From Plastic Pollution Act was introduced.



REVIEWING 2021 PREDICTIONS

Circular Tech

Other Notable Events

California passes a law restricting the use of the chasing arrows and other recycling symbols.



2022 PREDICTION

Circular Tech

Our Prediction

"Increased emphasis on efforts beyond recycling, such as reuse and reparability of products and resale, will bring innovation in product design to the forefront."



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REVIEWING 2021 PREDICTIONS

Future Consumer Tech

Our Prediction

"There will be more momentum for cellular agriculture, with an increase in investment from corporates."

What Happened

Total funding in the cell-based meat space reached **USD 1 billion** with the involvement of corporates from adjacent industries.



REVIEWING 2021 PREDICTIONS **Future Consumer Tech**

Other Notable Events

Regenerative agriculture gains market momentum with the involvement of CPG players.



2022 PREDICTION

Future Consumer Tech

Our Prediction

"Functional ingredients for gut health will grow in demand, with an increased focus on discovery and scale-up."

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REVIEWING 2021 PREDICTIONS

Climate Tech

Our Prediction

"More corporations will demand 24/7 renewable electricity for their energy needs."

What Happened

Ninety new companies joined The Climate Pledge to achieve net-zero carbon emissions by 2040.



REVIEWING 2021 PREDICTIONS

Climate Tech

Other Notable Events

Investors and activists successfully push for change at major oil and gas companies.



2022 PREDICTION Climate Tech

Our Prediction

"A major system integrator will begin incorporating a non-Li-ion battery chemistry in utility-scale deployments for long-duration energy storage."



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Digital Tech

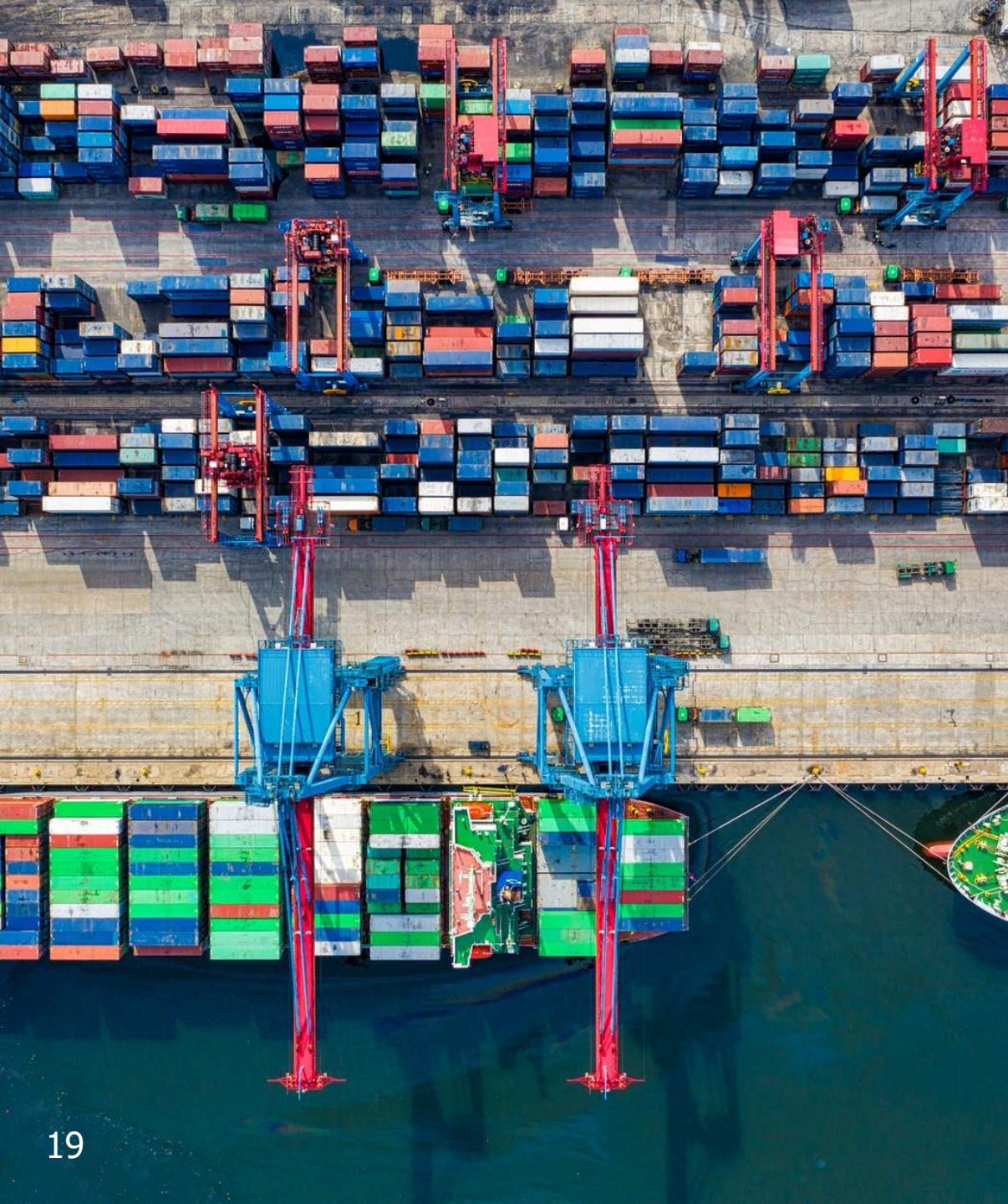
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REVIEWING 2021 PREDICTIONS

Digital Tech

Our Prediction

"Stakeholders will start embracing technologies like IoT [Internet of Things] sensors to enable full visibility into logistics."

What Happened

Due to the pandemic, around **90%** of transportation and logistics companies either accelerated or planned to accelerate their adoption of IoT.



REVIEWING 2021 PREDICTIONS **Digital Tech**

Other Notable Events

Apple introduces its "right to repair" policy enabling customers to have access to genuine parts and tools to fix their Apple products themselves.



2022 PREDICTION **Digital Tech**

Our Prediction

"Data sharing and transparency for sustainability gain in popularity."

Key Takeaways

1

Technologies power sustainability, but regulations set the pace

Most sustainability technologies will not be deployed without regulations driving their adoption, but new technologies can spur new regulations.

2

Pressure to invest in sustainability is mounting

Pressure came from regulatory bodies, consumers, supply chains, and even activist investors, which all made significant impacts at companies in 2021.

3

Urgency to act is increasing

COP26 foreshadowed a slew of regulations aimed at limiting global temperature rise to 1.5 °C and building a circular economy.

Thank you

A link to the webinar recording will be emailed within 24–48 hours

UPCOMING WEBINARS

- **February 22nd**
[Transforming Open Innovation: Opportunities from Innovation Clusters](#)
- **March 22nd**
[How to Create Value from Regenerative Agriculture in Your Business](#)

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