

27 JUNE 2024
Palo Alto CA

Innovation Roundtable®
Workshop hosted by



Innovation & AI for Sustainability

Closing Loops for a Circular Economy;
Leveraging AI for Decarbonization and New Material Exploration;
Innovating for Sustainability & Net Zero; Translating Foresight Into Action;
Engaging with Startups and the Value Chain

SPEAKERS

  <p>Mary Curtiss Head of Innovation Advisory Services, Professional Services</p>	  <p>Tamara Carleton Silicon Valley Innovation Academy Executive Director</p>	  <p>Sujit Sanjeev Lead for CircularNet</p>	  <p>Rey Banatao Director / Project Lead at X, the moonshot factory (formerly Google X)</p>	  <p>Kelly Stumbaugh Director, Devices Ecodesign and Sustainability</p>
  <p>Niharika Kishore Senior Industry Specialist, Sustainability</p>	  <p>Barbara Schlagbauer Sr. Mgr. Strategic Growth Low Carbon Solutions</p>	  <p>Jennifer Hebets Senior Director Responsible Sourcing & Supplier Development</p>	<h2>TOPICS</h2> <p>Sustainability: Embedding Sustainability into the Organization: from Strategy to Roadmap and Target Tracking • Integrating Eco-Design into Product Development: Driving Recyclability and Reducing Waste • Transitioning Sustainability Ideas from Bold Concept to Real-World Solutions • Reducing Carbon Footprint – and the Key Role of Built-In Accountability to Delivering with Impact • Driving Business Growth while Bringing Environmental Impact Down</p> <p>AI & Ecosystems: Using a Machine-Learning Platform to Take a Robust and Granular Approach to LCA • Leveraging AI for New Solutions – and Transitioning Ideas from Bold Concepts to Real-World Solutions • Translating Foresight into Actionable Insights for Sustainable Innovation Engaging with the Ecosystem and Industry to Foster Circular Economy and Develop New Solutions • Setting up a Dedicated Accelerator for Circular Startups • Working with the Supply Chain and Downstream: Tracking Every Intervention to Deliver on Goals</p>	



AGENDA OUTLINE

08:30 am - 09:00 am Registration & light breakfast
09:00 am - 05:00 pm **Workshop** (incl. lunch and coffee breaks)

HP • Reusing Products for Circularity: Piloting the Program, Exploring Circular Business Models, and Managing the Headwinds
Mary Curtiss • Head of Innovation Advisory Services, Professional Services

Stanford University • Building Moonshots: Anticipating Future Needs and Translating Ideas into Radical Innovation
Tamara Carleton • Silicon Valley Innovation Academy Exec. Director

Roundtable Discussion I: 1) Insights & challenges; 2) Seeing the Big Picture Using the Context Map, exercise by T. Carleton

Google • Early-Stage Innovation for Sustainability: Leveraging AI, Developing New Solutions and Collaborating with Startups
Rey Banatao • Director / Project Lead at X, the moonshot factory
Sujit Sanjeev • Lead for CircularNet

Microsoft • Leveraging In-depth LCA for Ecodesign of Consumer Hardware: Using Machine Learning and Tracking Targets
Kelly Stumbaugh • Director, Devices Ecodesign & Sustainability

Roundtable Discussion II: 1) Topics of choice; 2) Seeing the Big Picture Using the Context Map, exercise by T. Carleton

Amazon • AI's Role in Sustainability: Reducing Environmental Impact and Integrating AI Into Workflows
Niharika Kishore • Senior Industry Specialist, Sustainability

Sulzer • How Collaborations Enable a Circular Future in a Fragmented Ecosystem
Barbara Schlagbauer • Senior Manager Strategic Growth Low Carbon Solutions

Kellanova • Navigating the Path to Net Zero: Challenges in Reducing Carbon Footprint
Jennifer Hebets • Senior Director Responsible Sourcing & Supplier Development

Panel & Plenary Sharing

05:00 pm - 06:00 pm Drinks on the premises

TOUR

During lunch and the afternoon break, pre-registered attendees will have the opportunity to join a tour of the **HP Customer Welcome Center**, including visits to the Founders Offices & Innovation Showcase.

Info and registration on p. 5



27 June 2024 • Palo Alto, CA

Innovation & AI for Sustainability

Closing Loops for a Circular Economy; Leveraging AI for Decarbonization and New Material Exploration; Innovating for Sustainability & Net Zero; Translating Foresight Into Action; Engaging with Startups and the Value Chain



HP Customer Welcome Center

Building 3, 1501 Page Mill Road
Palo Alto, CA 94304

✈ San Francisco 28 min, San José 22 min

Venue, directions, parking and recommended hotels on p. 7-8

NETWORKING DINNER



Ahead of the workshop, on the evening of **Wednesday 26 June**, attendees will have the opportunity to meet for dinner (at own expense) at **Cascal** restaurant in Mountain View.

Details & registration info on p. 5 (NB: register by 24 June)

CONNECT • LEARN • SHARE

Our events are highly interactive and designed to enable **in-depth knowledge exchange and dialogue** about challenges and innovation management best practices.

Our workshops attended by **100+ participants**, are **exclusively for corporate innovation professionals**. This creates an intimate environment enabling in-depth exchange between peers during roundtable discussions and informal networking breaks.



Mary Curtiss

Head of Innovation Advisory Services, Professional Services



Reusing Products for Circularity: Piloting the Program, Exploring Circular Business Models, and Managing the Headwinds

HP has launched the Revitalize program to close the loops on personal and print systems. Mary Curtiss will talk about how the organization is exploring diverse options to develop the business and retrieve products for remanufacturing. She will share initial insights from the program including on:

- Launching the Revitalize program and running pilots in four countries
- Exploring different ways to develop the business through partnerships, the existing partner network, and company's ecosystem. Evaluating different options, testing, and getting feedback from customers
- Approaching the project as a new product – and working with finance and sales
- Managing the challenge of retrieving products – from data security issues to collaborating better with corporations and creating the right incentives to get products back



Tamara Carleton

Silicon Valley Innovation Academy Executive Director



Building Moonshots: Anticipating Future Needs and Translating Ideas into Radical Innovation

Tamara Carleton will talk about how organizations can shape their strategic roadmap for radical innovation. Tamara will introduce her extension of the three horizons model to discuss how organizations can tap into the far-reaching fourth horizon and translate ideas into reality. She will share insights on:

- Thinking of options and identifying decisions that influence long-term outcomes
- The approach to anticipating future needs – and tying them to current projects and vision
- Thinking more about future scenarios – and how to prototype them for exploration
- Building a moonshot mindset – and turning ideas into reality

Roundtable Discussion I • Two options:

- 1. Seeing the Big Picture Using the Context Map** • *facilitated by by Tamara Carleton, Stanford University.*
The group exercise will engage participants in exploring context maps as a strategic foresight tool. Participants will map key project aspects including those most subject to change, followed by a discussion of approaches to addressing and preparing for future changes.
- 2. Insights & challenges** • Each attendee makes an illustration or writes a text to highlight a key aspect or challenge across the topics of the days. The group discusses the input one person at a time.



Rey Banatao

Director / Project Lead, X, The Moonshot Factory (formerly Google X)



Early-Stage Innovation for Sustainability: Leveraging AI, Developing New Solutions and Collaborating with Startups

Rey Banatao and Sujit Sanjeev will talk about Google's approach to innovating for sustainability. They will discuss how gTech and X - the Moonshot Factory explore new solutions and materials for a circular economy. Rey and Sujit will discuss the role of AI and partnerships for circularity. They will share learnings on:

- Integrating sustainability into core products to drive recyclability and optimize waste reduction – and leveraging AI for exploration
- Leveraging ecosystem engagement to tackle single-use plastics and foster a circular economy
- Collaborating with startups on circularity through a dedicated accelerator – and lessons learned
- Transitioning sustainability ideas from bold concept to real-world solutions



Sujit Sanjeev

Lead for CircularNet





Kelly Stumbaugh

Director, Devices
Ecodesign and
Sustainability



Leveraging In-depth LCA for Ecodesign of Consumer Hardware: Using Machine Learning and Tracking Targets

Kelly Stumbaugh leads the Ecodesign and Sustainability team in Microsoft Devices. She will discuss Microsoft's investment in life cycle assessment (LCA) that is both granular, customizable, and scalable using automation. Kelly will also discuss how the team implements ecodesign and tracks targets. She will share learnings on:

- Taking a robust and granular approach to life cycle assessment – leveraging a machine learning enabled platform enhanced with primary supply chain data
- What it takes to deliver on ambitious goals – tracking every intervention taken internally and by suppliers
- The levels of granularity for LCAs – when it makes sense to go deep and what can be accomplished with a simpler approach
- Ecodesign engagement with product development teams – why built-in accountability is key to delivering with impact
- Learnings, challenges, and steps ahead

Roundtable Discussion I • Two options:

- 1. Seeing the Big Picture Using the Context Map** • *facilitated by by Tamara Carleton, Stanford University.*
The group exercise will engage participants in exploring context maps as a strategic foresight tool. Participants will map key project aspects including those most subject to change, followed by a discussion of approaches to addressing and preparing for future changes.
- 2. Topics of choice** • Each attendee selects one discussion topic within the overarching themes of the day, based on the inputs emerging from the first roundtable discussion.



Niharika Kishore

Senior Industry Specialist,
Sustainability



AI's Role in Sustainability: Reducing Environmental Impact and Integrating AI Into Workflows

Niharika Kishore will talk about Amazon's approach to optimizing solutions with AI to reduce environmental impact. Niharika will discuss learnings and challenges in leveraging AI including on:

- Steps and strategies for implementing AI in sustainability initiatives
- Starting small and scaling up based on results – and addressing concerns on trusting AI for decision making
- Getting organizational buy-in and integrating AI into existing workflows – and tapping into the intersection of knowledge, sustainability and cost to identify the best approach



Barbara Schlagbauer

Sr. Manager Strategic
Growth Low Carbon
Solutions



How Collaborations Enable a Circular Future in a Fragmented Ecosystem

Sustainability is engrained and embedded in the corporate strategy of Sulzer's daily business. In this presentation, Barbara Schlagbauer will share key learnings and challenges when creating and organizing for successful partnerships for sustainability. In doing so, she will discuss:

- Exploring and identifying collaboration opportunities with various ecosystem players incl. academia, startups, and other large organizations
- Navigating the ambiguity, finding approaches to solve problems within sustainability and circularity
- Setting strategic direction goals while proactively monitoring trends, developments, and technologies to be integrated into Sulzer



Jennifer Hebets

Senior Director
Responsible Sourcing &
Supplier Development



Navigating the Path to Net Zero: Challenges in Reducing Carbon Footprint

Jennifer will discuss Kellogg's commitment to achieving net zero and highlight the unique challenges faced by the industry in reducing carbon footprints, particularly within supply chains. Emphasizing the complexity of carbon reduction and the need for technological sophistication, Jennifer will outline Kellogg's current status and the steps being taken towards sustainability.

Panel and Plenary Sharing · Plenary feedback session and a panel with speakers from the day.

NETWORKING DINNER

Ahead of the workshop, on the evening of Wednesday, 26 of June, there will be a dinner (at own expense) at the **Cascal restaurant**, located in Mountain View, California and offering Latin-inspired cuisine in vibrant atmosphere.

Participants can meet at the restaurant for drinks from 6:45 pm; the dinner will start at 7:45 pm.

4-courses dinner with drinks (2 glasses of sangria, house wine, or beer): **\$131**

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Wed

Register and pay by **24 June** at
innoround.co/dinners

 Cascal restaurant
400 Castro St, Mountain View, CA 94041, United States
cascalmv.com



TOUR

HP Customer Welcome Center

Experience the Silicon Valley history touring the HP's original Founders Offices, where Bill and Dave settled HP's headquarters. In addition, you will be able to experience a day in a life through HP's innovative technologies and discuss with experts from HP.

The tour will take place during lunch and the afternoon break.

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Thursday

Registrations (limited availability, first come first served) are open at:
innoround.co/tours



We recommend the following readings with insights and cases related to the workshop themes:

#Sustainability

- [Six Strategies for Designing Sustainable Products](#)
Mikaël Le Mouëllic et al., 2023 – BCG Article – Free Access
- [Scaling Green Businesses: Next Moves for Leaders](#)
Rob Bland et al., 2023 – McKinsey Article – Free Access
- [R&D Leaders Must Play a Key Role in the Journey to Net Zero](#)
Dan Edwards and Michael Zeitlyn, 2023 – MIT Sloan Management Review – Free Access*
- [Inside BMW's Decarbonization Strategy](#)
Brian Kenny, 2023 – HBR Podcast Network – Free Access
- [Full Throttle on Net Zero: Creating Value in the Face of Uncertainty](#)
Laura Corb et al., 2023 – McKinsey Article – Free Access
- [A Unique Moment in Time: Scaling Plastics Circularity](#)
Wenting Gao, 2023 – McKinsey Article – Free Access

#Future Scenarios

- [Playbook for Strategic Foresight and Innovation](#)
T. Carleton & W. Cockayne, 2013 – Stanford University – Free Access
- [Learning from the Future](#)
J. Peter Scoblic, 2020 – Harvard Business Review – Free Access**
- [Scenario Planning and Wargaming](#)
Rene Rorhbeck, 2020 – Free Access
- [Five Key Trends in AI and Data Science for 2024](#)
Thomas H. Davenport and Randy Bean, 2024 – MIT Sloan Management Review – Free access*

#Tech for Sustainability

- [The Opportunities at the Intersection of AI, Sustainability, and Project Management](#)
Antonio Nieto-Rodriguez and Ricardo Viana Vargas, 2023 – Harvard Business Review – Free access**
- [Leveraging Digital Towards Improving Sustainability](#)
Tomoko Yokoi, 2023 – Forbes – Free Access
- [A Digital Path to Sustainability](#)
Katy George, 2022 – McKinsey Podcast – Free Access

* You can register as a Site Member on sloanreview.mit.edu and access up to 5 articles for free each month. Yearly subscription with unlimited access to articles: USD 69.

** HBR.org allows unregistered users to access up to 2 articles for free every month.



HP Customer Welcome Center

Building 3, 1501 Page Mill Road Palo Alto, CA 94304

From San Francisco Int. Airport

The best way to reach the venue is by taxi or car (estimated time: 28 min – it may take longer during rush hours).

If using public transport: Take BART from San Francisco Airport to the Millbrae Station. At the Millbrae Station, transfer to Caltrain and take the southbound train towards San Jose Diridon. Get off at the Palo Alto Caltrain Station. From the Palo Alto Caltrain Station, you can take a bus (22) or other local transportation options to reach 1501 Page Mill Road. (estimated time: 2h 15min)

From San José Mineta Int. Airport

The best way to reach the venue is by taxi or car (estimated time: 22 min – it may take longer during rush hours).

If using public transport: From San Jose Airport Terminal B take the bus (60) until you reach the Milpitas BART. From there proceed to take the Express 104 to Hanover & Hillview. The venue is few minutes walk from the station.

Useful public transport link:
<https://www.bart.gov/>



ACCESS

Security requirements: Please enter through the main entrance of Building 3 and bring valid ID.

PARKING

Visitor parking is available in front of the venue.

INTERNET

You will receive WiFi access at the venue.

CONTACT

For inquiries, please call us: +45 4050 8686



Recommended Hotels • Attendees can book rooms at the following hotels, all located close to the workshop venue. Please note that we do not have booking agreements with these hotels and price and availability is subject to change. Therefore it is suggested that you reserve your room as soon as possible.

Enchanté Boutique Hotel ★★☆☆ enchantehotel.com



- 1 Main St, Los Altos, CA 94022, United States
- 8 min (drive) to venue; 24 min (drive) from San Francisco Airport; 20 min (drive) from San José Mineta Airport
- Deluxe queen room, double bed \$440; incl. breakfast
- Reservation on the hotel's website or booking portals

Nest Hotel, Palo Alto ★★☆☆ nestpaloalto.com



- 3901 El Camino Real, Palo Alto, CA 94306, United States
- 5 min (drive) to venue; 26 min (drive) from San Francisco Airport; 20 min (drive) from San José Mineta Airport
- Delux king room, double bed \$394; excl. breakfast
- Reservation on the hotel's website or booking portals

Hotel Zico ★★☆☆ hotelzico.com



- 200 E El Camino Real, Mountain View, CA 94040, United States
- 13 min (drive) to venue; 27 min (drive) from San Francisco Airport; 15 min (drive) from San José Mineta Airport
- King room, king bed \$202; incl. breakfast
- Reservation on the hotel's website or booking portals

Comfort Inn Sunnyvale – Silicon Valley ★★☆☆ choicehotels.com



- 940 W Weddell Dr, Sunnyvale, CA 94089, United States
- 14 min (drive) to venue; 29 min (drive) from San Francisco Airport; 13 min (drive) from San José Mineta Airport
- Standard room, queen bed \$196; incl. breakfast
- Reservation on the hotel's website or booking portals

Glass Slipper Inn - Stanford Palo Alto ★★☆☆ glassslipperinn.top



- 3941 El Camino Real, Palo Alto, CA 94306, United States
- 5 min (drive) to venue; 27 min (drive) from San Francisco Airport; 19 min (drive) from San José Mineta Airport
- Business king room, double bed \$166; excl. breakfast
- Reservation on the hotel's website or booking portals



Optimize networking & sharing opportunities at our events [on our official mobile app](#)

IRmeet allows participants to interact with other attendees and speakers, post insights, take part in live polls... and access agenda, slides and event info at their fingertips!

Confirmed workshop attendees will receive their access credentials via e-mail on Thursday or Friday before the event.

