



MOONSHOTS FOR EUROPE

● **Harnessing European innovation will be a big topic in Davos this year.**

The World Economic Forum's Digital Europe initiative will be releasing a report on the topic (see the story on p. 46) and Futur/io, a new platform and community for European innovation leaders that aims to help co-create "a vision for desirable futures" will be hosting a side event to launch a book called Moonshots For Europe, containing essays by a select group of futurists and innovators including Pablo Rodriguez, CEO of Telefonica's Alpha, Europe's first moonshot factory; Henkel CDO Rahmyn Kress; SAP's Chief Design & Futurist Martin Wezowski and Jennifer L. Schenker, The Innovator's Editor-In-Chief. The book – and the Davos event – are the brainchild of Futur/io founder Harald Neidhardt, a veteran of the European tech scene.

"Moonshots for Europe demand a new, courageous leadership for the next decades and anticipation of breakthrough technologies, shifts in human behavior, benefits for society and the environment and

purpose for the people – not merely as consumers and target groups but as empowered citizens.

In this scenario, political and corporate leaders play a vital role in fostering innovation and creating a bolder vision for a community of common values and progress," he says in the book's opening chapter. "Let's inspire Europe's leadership to create a bolder vision for tomorrow."



IOT: AIRPORTS GET THEIR OWN PILOT

● **Industrial IoT is expected to be one of the largest drivers of economic growth in the coming decade,**

transforming sectors that account for nearly two-thirds of the global gross domestic product. But many companies and governments are unprepared for the potential risk and liability that may be brought on by these new technologies, including new threats to public safety, physical harm, and catastrophic attacks on shared public infrastructure. At its annual meeting in Davos, Switzerland, the World Economic Forum is scheduled to announce the launch of a pilot project for airports that will test a Industrial IoT Safety and Security Protocol co-designed by the Forum's Centre For the Fourth Industrial Revolution and more than two dozen companies, governments, organizations and universities. The idea is that is just as lower insurance premiums prompted millions of business and consumers to install fire and security systems, market forces could play a critical role in helping establish and catalyze

new norms and best practices for the security of industrial IoT devices and systems. Through this project, the same incentive structure—tying minimum safety standards and practices to the sale and pricing of insurance policies—will be applied to industrial IoT deployments. In parallel, this approach could also be applied to government stimulus funding and financing programs for industry.

The policy framework aims to generate an understanding of how insurance can facilitate the improvement of industrial IoT security design, implementation and maintenance practices. It also sets forth a universal set of security best practices that should be incorporated in all industrial IoT deployments. The next step of this project is to develop and pilot an incentive framework with insurance companies, insurance brokers, and industry stakeholders and share the outcomes to scale-up the framework's adoption internationally and across sectors.