



**INNOVATION
ZERO WORLD
CONGRESS**

2024 Speaker Action Report

A PATHWAY TO NET ZERO INVESTMENT



Introduction

In the pursuit of a net zero economy by 2050, the role of strategic investment and funding cannot be overstated. While policy frameworks and technological innovations are critical, the success of these initiatives hinges on the financial support that can turn promising ideas into scalable solutions with widespread impact. The second part of our report delves into the insights gathered from industry leaders and experts at Innovation Zero 2024, focusing on how investors and funders can best support and prioritise projects that have the potential to drive systemic change.

As we navigate the complexities of the net zero transition, it becomes increasingly evident that the convergence of financial acumen and environmental stewardship is essential. Investors and funders are not merely facilitators of capital; they are pivotal in shaping the trajectory of sustainable development. By directing resources towards projects that prioritise long-term environmental and social outcomes, these stakeholders can drive meaningful change. The integration of robust financial strategies with a deep commitment to sustainability is no longer optional—it is imperative for achieving the systemic transformation required to meet our 2050 goals.

Through targeted questions, we explored the various ways in which financial mechanisms, collaborative approaches, and supportive infrastructure can accelerate the transition to a sustainable future. This section presents a detailed analysis of the strategies and recommendations provided by our participants, offering a roadmap for aligning financial efforts with the broader goals of sustainability and innovation.

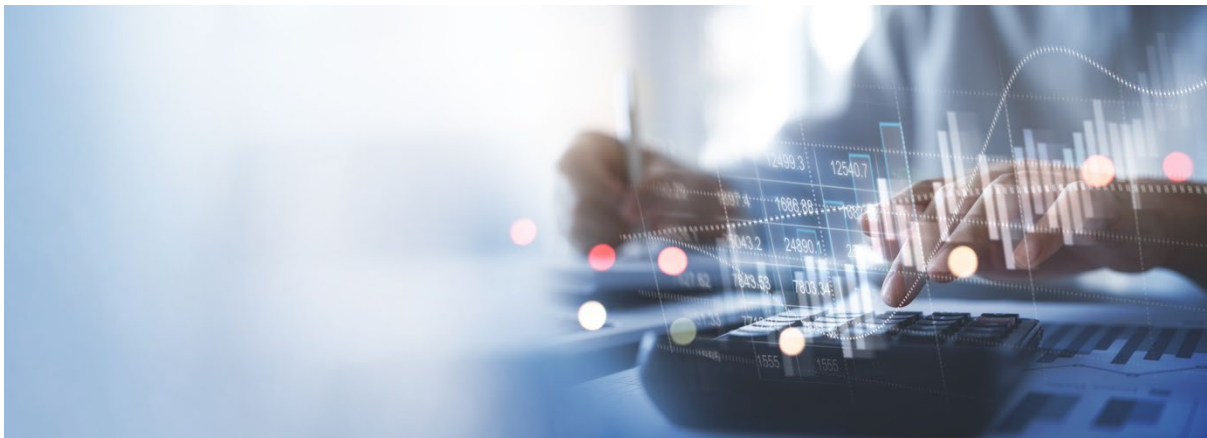
Scaling Innovative Solutions

Financing Support and Landscape:

- **Patient Capital and Supportive Financing:** To bridge the critical financing gaps often encountered during the innovation lifecycle, there is a strong emphasis on the provision of patient capital. This type of long-term investment is crucial in helping innovators navigate the so-called 'valleys of death'—the challenging phases where projects are most vulnerable due to limited funding. Participants highlighted the importance of forming strategic partnerships with institutions such as the British Business Bank and the Scottish National Investment Bank. These partnerships are essential to ensuring that innovators receive comprehensive financial support throughout their journey, enabling them to progress from concept to commercialisation.
- **Catalytic Funding and Patient Capital:** Our speakers reinforced the need for catalytic funding, particularly in the early and mid-stages of innovation development, where traditional funding sources may fall short. Patient capital plays a vital role across various stages, allowing innovators to focus on long-term goals without the pressure of immediate returns, thus fostering a more conducive environment for groundbreaking ideas to mature and scale.
- **Policy Clarity and Demand Creation:** Investors and funders also stressed the importance of policy clarity, which is essential for creating a stable and predictable environment for innovation. Clear policy frameworks can stimulate demand for scalable solutions by aligning financial incentives and regulatory mandates. This, in turn, accelerates the adoption of innovative technologies, ensuring that they can make a significant impact on the journey to net zero.

Integration of Social Sciences and Commercialisation:

- **End-to-End Processes:** The integration of social sciences alongside technological innovation is vital for ensuring that new solutions are not developed in a vacuum. This holistic approach considers the broader societal impacts and facilitates smoother market diffusion. By incorporating social, behavioural, and economic insights into the innovation process, solutions can be designed to meet real-world needs more effectively, ensuring higher adoption rates and sustained success.
- **Focus on Scale and Commercial Engagement:** Participants advocated for a dual focus on scaling innovative solutions and engaging with commercial customers from an early stage. Emphasising revenue generation alongside technological development is key to ensuring that startups and innovators can achieve financial sustainability while driving impact. By targeting commercial engagement early, innovators can better align their solutions with market needs, increasing the likelihood of widespread adoption.



Industry Collaboration and Pragmatic Execution:

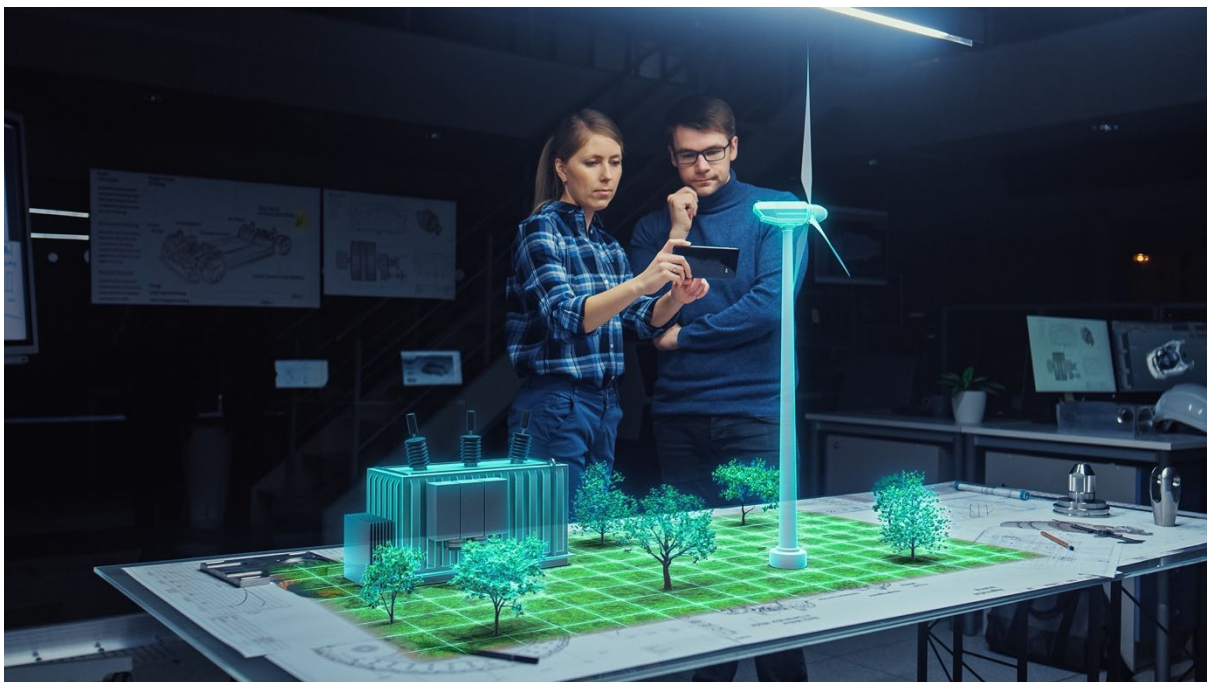
- **Collaboration between Energy Industry and Innovators:** Effective collaboration between the energy industry and innovators is critical to aligning innovation efforts with market needs and regulatory requirements. Participants called for ongoing dialogue between these stakeholders to ensure that innovative solutions are not only technologically advanced but also practical and aligned with industry standards. This collaboration is

crucial for translating innovation into real-world applications that can drive systemic change.

- **Pragmatic Project Execution:** The success of innovation projects hinges on the ability to execute them effectively. Participants highlighted the need for pragmatic approaches to project management, where the focus is on delivering results that are both feasible and scalable. By prioritising excellent project execution capabilities, innovators can ensure that their solutions are implemented successfully and achieve the desired impact.

Support for Testing and Development:

- **Infrastructure Support:** The provision of robust infrastructure support, including access to test facilities and development materials, is essential for the safe and effective implementation of new technologies. Participants stressed the importance of close collaboration between industry and academia in this area. Such partnerships not only ensure the safety and efficacy of new innovations but also provide the necessary funding and resources to support ongoing research and development. This is particularly crucial in sectors like aviation, where innovation must meet stringent safety and regulatory standards.



Conclusion

The second part of our report reinforces the critical role that strategic investment and funding play in driving the transition towards a sustainable, net zero economy. The insights gathered from experts at Innovation Zero 2024 highlight the need for an holistic approach that integrates financial support with clear policy frameworks, interdisciplinary collaboration, and pragmatic execution.

Patient capital, catalytic funding, and supportive infrastructure are essential for enabling innovators to bridge the gap between concept and commercialisation, particularly in the high-risk, high-reward phases of development. Moreover, the emphasis on integrating social sciences into the innovation process ensures that new technologies are not only technically sound but also socially and environmentally sustainable.

Collaboration between industry stakeholders, investors, and policymakers emerges as a recurring theme, underscoring the importance of aligning efforts to maximise the systemic impact of investment projects. This collaborative approach, coupled with a focus on scalability and commercial engagement, is vital for ensuring that innovations can be effectively implemented and scaled to meet the ambitious targets set for 2050.

In conclusion, the path to a sustainable future is paved with opportunities for investors and funders to make a profound impact. By prioritising projects that align with sustainability goals, demonstrating long-term viability, and fostering interdisciplinary and cross-sector collaborations, they can help drive the systemic changes needed to achieve a net zero economy. The journey is challenging, but with the right strategies and partnerships, it is possible to create a future that is both economically and environmentally sustainable for generations to come.