

The fifth edition of the Capgemini Research Institute's quarterly review, **"Conversations for Tomorrow,"** looks at the next frontiers of innovation across business and society through the eyes of senior executives, policy-makers, academics, scientists, faith leaders, and generation next.

INSTILLING AN INNOVATIVE CULTURE

The first step to becoming an innovative organization is establishing the right culture. Easier said than done. Our research found that 82% of organizations cited culture and mindset change as significant obstacles in achieving agility.¹

1. Capgemini Research Institute, "Agile at scale – Four ways to gain enterprise-wide agility," November 2019.



"Innovation means nothing if it doesn't solve a problem, or offer a marked improvement."

Francesco Starace,
CEO and GM, ENEL



"Getting an innovative culture started is only half the task; maintaining it is the tricky part."

Aiman Ezzat,
CEO, Capgemini



"People in innovative organizations need to develop a thick skin. An innovative culture is expected to be fun. I think it can be fun – but it's not purely fun. People want to embrace just a part of it, not the whole thing."

Gary Pisano,
Professor, Harvard Business School

TWO TRANSFORMATIVE TECHNOLOGIES: SYNTHETIC BIOLOGY AND QUANTUM TECH

The possibilities arising from DNA editing are limitless. Bio-based breakthroughs could rise to humanity's most pressing challenges, such as climate change, sustainability, and food and water security.

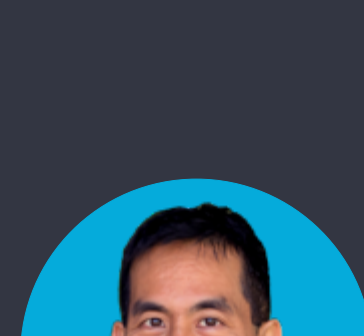


"It is important to remember that what we're talking about here is effectively changing evolution."

Dr. Jennifer A. Doudna,
Nobel Prize laureate and Professor of Biomedical Science, University of California, Berkeley

"I see two frontier technologies. One is synthetic biology. And the other is quantum computing."

Frank Chen,
Partner, Andreessen Horowitz



"We must develop a 'guardrail' to keep technological development on track ... there are experiments using synthetic biology to augment humans. As well as the possibility that this could give rise to sinister inequalities, there is also the problem of poorer countries again becoming experimenting grounds for rich countries."

Father Paolo Benanti,
Professor at Pontifical Gregorian University

INNOVATION TO HELP THE PLANET

As consumer preferences shift, organizations are prioritizing sustainability-focused innovation. But more than one needs to be done; according to our research, fewer than one in three manufacturing organizations have internal alignment on sustainability priorities.²

2. Capgemini Research Institute, Sustainable operations – A comprehensive guide for manufacturers, June 2021.



"Without digital technologies, we would never be able to become a carbon-neutral society."

Claudia Nemat,
Member of the Board of Management, Technology and Innovation at Deutsche Telekom



"We have a moral obligation to the planet, and that includes creating a blockchain that brings advantages without wasting energy. Global, borderless, open-source technologies must consider their impact on the environment."

Silvio Micali,
Founder of Algorand & Ford Professor of Engineering at MIT

SUSTAINABLE INNOVATION MUST BE SCALABLE INNOVATION

Only 13% of organizations across sectors have successfully deployed AI use cases for multiple business teams.³ The impact and value of innovation are only fully realized through scaling and adoption.

3. Capgemini Research Institute, The AI-powered enterprise: Unlocking the potential of AI at scale, June 2020.



"Failure to scale is a symptom of the failure of the innovation system. Organizations don't think early enough about the scaling issues, the manufacturing, or the service issues."

Gary Pisano,
Professor, Harvard Business School

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