## Sustainable Places 2022

September 8<sup>th</sup>, 2022

Nice, France





#### **Luc Berman**



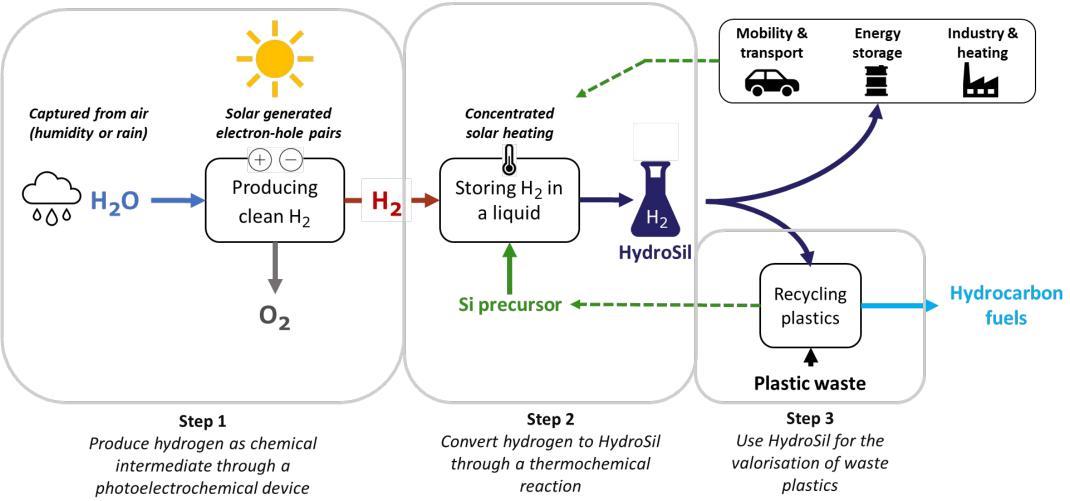
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 883264.

## The Sun-to-X project

Presentation and exploitation strategy











## Sun-to-X project concept

- Using solar energy to produce a carbon-free, non-toxic, energy-dense, liquid fuel: Hydrosil
- The concept is applicable in the transport and energy sectors.
- Key novelties:
  - Overcoming challenges of high-performance photoelectrochemical fuel production by using membrane photoelectrode assemblies which can operate with solar energy using only ambient humidity as the water supply,
  - Developing reactors for and demonstrating the renewable production of HydroSil for the first time, using a thermochemical process,
  - Demonstrating a completely decarbonized energy cycle with liquid fuels,
  - In addition, the project will demonstrate the applicability of HydroSil towards the transition to a circular economy, by using it for the valorisation of waste plastics.





# Sun-to-X's Exploitation Strategy

- Setting a strategic plan to exploit the project's results during and after the end of the Project
  - Establishing a common agreement on how the results will be owned and used
  - Providing general recommendations on:
  - Commercial opportunities,
  - Intellectual Property Rights (IPR),
  - Knowledge management,
  - Business models options for each partner.
- Focus on joint strategies beyond Sun-to-X

### IP diagnosis

 Identification and characterisation of all exploitable results



### Implementation

- Exploitation strategies & IPR
- Exploitation Action Plans



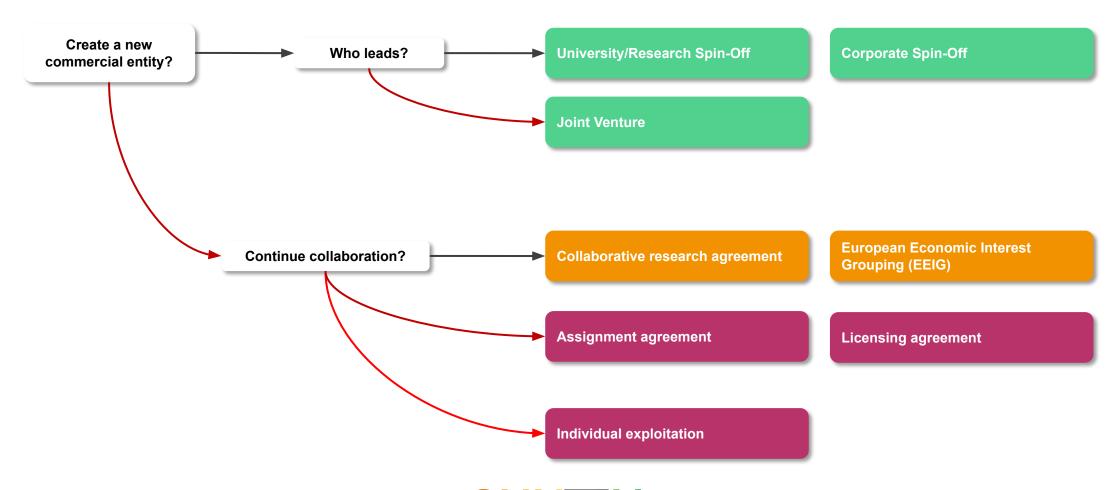
#### **Market Potential**

 Analysis of Market Potential for successful commercialisation













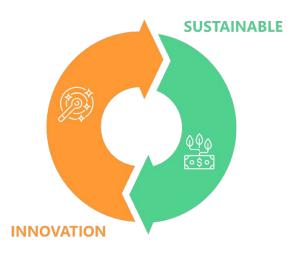
## LGI Sustainable Innovation





## LGI's mission

 To promote sustainable innovation as a vehicle for solutions to global climate, environmental and societal challenges.











### Sectors







### **ENVIRONMENT**

Climate change
Water & air
Ecosystems & biodiversity

### **ENERGIES**

Nuclear Storage, grid, energy efficiency

### **TERRITORIES**

Smart, sustainable cities
Automotive, mobility & logistics
Construction & buildings

INNOVATION ENABLERS

Renewables

Science & tech
Digital & data
Social innovation
Circular economy
Nature-based solutions







## LGI's Innovation Journey

**GROWTH** 

Adapting to new conditions

Pivoting the business model

Operations

Public relations

#### **ACCELERATION**

Fast-tracking from ideas to success

Go-to-market strategy
Public funding
R&D support

spin-offs

### **DESIGN**

**Ideating the approach** 



#### **STRATEGY**

Designing the roadmap

Innovation Strategy
Funding Strategy
Communication Strategy
Urban transformation
Responsible research &
innovation
Policy recommendations









### LGI's 5 main innovation actions











**FINANCING** 

**Projects** 

**MARKETING** 

Products & Services New technologies **MANAGEMENT** 

**Organisations** 

**POLICY** 

**Public Sector** 

**COMMUNICATION** 

Products & Services
Organisations
Projects

Funding strategy Public funding support Pivoting the business model Go-to-market strategy

Innovation strategy Ideation workshops Operations R&D spin-offs Open innovation

**Urban transformation Policy recommendations** 

Communication strategy Innovation Camps Public relations









**R&D Projects** 







### LGI's assets

Design thinking methodologies and workshop design & facilitation as a core business.

OUR CORE BUSINESS: INNOVATION STRATEGY

A GLOBAL NETWORK IN AVERAGE SECTOR OF

**CLIMATE STRATEGIES** 

ADAPTED METHODOLOGIES

**EXPERIENCED TEAM** 

thinking and open innovation, that will be adapted to the needs of each client or partner.

Methodologies mastered in design

A **network** of **technological** and sectoral partners **from all around** the world who can be called upon.

DIVERSED AND

A **team of experts** in the required fields of expertise with a strong experience in **facilitating innovation** for companies, startups, accelerators/ incubators

and in international/ EU projects.





## Thank you!

### Contact us for more information!



www.sun-to-x.eu



Sun-To-X



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