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# GREEN & BLUE FESTIVAL

LONDON | JUNE 13TH

Strategy and Innovation:  
The Road to Net Zero

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The Green and Blue Festival – 13 June 2023

## An Introduction to BIP

BIP is an international consultancy firm with some **5,000** people in **24** offices across **13** countries. Since our start **20** years ago, we have supported organisations harness the power of technology to deliver social, economic and environmental benefits.

At a time when the world is facing the catastrophic effects of climate change and environmental decline, we firmly believe that future human development must be based on the pillars of sustainability and digital innovation, themes we will explore further at this Festival.





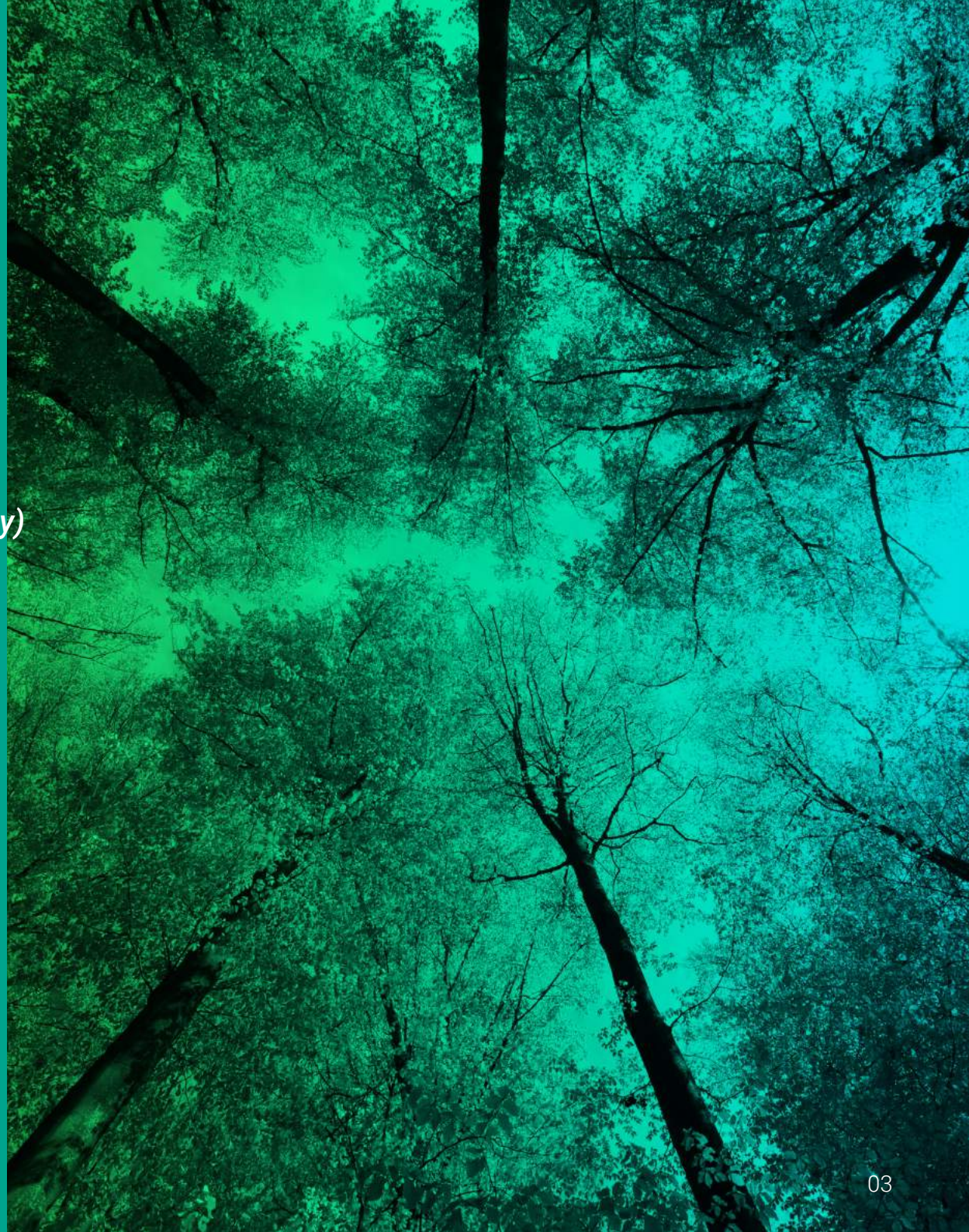
## The Green and Blue Festival

The Verde e il Blu (The Green and Blue) Festival is inspired by the philosopher Luciano Floridi, Director of Digital Ethics Lab, Internet Institute of the University of Oxford:

*“In a mature information society, the human project must be ethical, it must combine green policies (green, circular and sharing economy) with blue policies (digital and information economy) and foster a way of life that focuses on the quality of relationships and processes, rather than on consumption and things”.*

The Festival has become a national event in Italy, and the format was acquired by BIP in 2022. We are delighted to have now brought it to London, with our inaugural event on June 13th.

As per its name, the focus of the Festival is on the intersection between sustainability and digital innovation, at a time when the global economy is transitioning to net zero.





## Market context

Climate change and environmental decline is now a daily concern. The effects are felt around the world through wildfires, drought, flooding, extreme weather events and crop failures.

A rapid and just transition to net zero is essential to prevent the worst impacts of climate change, and moving to a clean energy system is an essential part of this.

There are encouraging signs. Over **90%** of the world's GDP has committed to a net zero target.

In the UK we have reduced carbon emissions by nearly half since **1990** and some **40%** of our electricity is from clean energy sources. Net zero is also the growth opportunity of the **21st** century.

For British businesses alone, the global market opportunity is estimated to be **£1 trillion** by **2030** and the transition to net zero could support **480,000 jobs** in the UK in **2030**.

**Digital technologies are a fundamental enabler to net zero.**

They must handle the billions of energy flows and data points from low carbon technologies, such as heat pumps, solar, batteries, and electric vehicle charge points.

**This is only going to accelerate over the years ahead as we further harness the power of exciting technologies like machine learning and AI.**

Indeed, the intersection between sustainability and digital is likely to dominate investment decisions, business strategy and government policy as we journey to a net zero global economy.

## Business risks and opportunities

The transition to net zero presents risk and opportunity:

### Risks:



#### **Regulatory:**

New regulations and policies may impose compliance burdens and increase operational costs for businesses that are not aligned with sustainable practices.



#### **Reputational:**

Businesses that are not perceived as environmentally responsible or socially conscious may face reputational damage and a loss of customers or investors.



#### **Supply Chain:**

As sustainability becomes a focal point, supply chain disruptions can occur if suppliers do not meet environmental standards or fail to adopt sustainable practices.



#### **Transition:**

The transition to sustainable practices may require significant investments, technological changes, and operational adjustments, which could pose financial and operational risks for businesses.

### Opportunities:



#### **Market Demand:**

The demand for sustainable products and services presents a growth opportunity for businesses.



#### **Innovation and Competitive Advantage:**

Embracing sustainability and digital technology can drive innovation, leading to the development of new products, services, and business models.



#### **Cost Savings:**

Implementing sustainable practices such as energy efficiency measures and waste reduction can lead to long-term cost savings for businesses.



#### **Access to Funding and Investment:**

Investors and financial institutions are increasingly prioritizing companies with strong sustainability performance.



#### **Enhanced Reputation and Brand Value:**

Demonstrating commitment to sustainability can enhance a company's reputation, brand value, and customer loyalty.



## How BIP is helping clients

BIP plays a crucial role in helping businesses manage their risks and capitalise on the opportunities, wherever they are on their sustainability and digital journey.



### **Strategy, Innovation and Marketing**

Harnessing the three key drivers of **value creation** we help **accelerate sustainable growth**.



### **CyberSec**

From law to economics, from consulting to national security our practice integrates the **key specialisms** you need for **robust defence, resilience and recovery**.



### **xTech**

Using **exponential technologies**, we drive **innovation** and **insights** using data, AI, and cloud to **future-proof your enterprise** and your teams, and we do it **ethically and responsibly**.



### **Sustainability**

As 'Sustainability Makers', we're daring to transform businesses to bloom with an unswerving focus on three key elements - **people, planet and profit**.



### **Human Capital**

In a rapidly-changing world full of uncertainties it's essential to **build a future-proof workforce** that **meets your needs** - everything from finding the right type of office space, to ways of working, to career progression, and learning.



### **Transformation 4.0**

Helping organisations optimise the design, manufacture, and distribution of goods to market through the selection and integration of the right technologies including AI and digital twins to **make smarter, faster decisions** that **boost efficiency and profitability**.



### **Customer Platforms**

Creating **tangible improvements with smarter integration** of the design, plan and execution across customer platforms to drive user adoption across Sales Network, CRM and Digital Transformation Programs.

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**BIP UK & BIP US are Certified B Corporation.**

We want to use our business as a force for good, and commit to balancing people and planet with profit.

## Agenda

8.30 - 9.00 AM Welcome coffee and registration

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### Keynote Speeches: a vision of the energy world to come

- 09:00 - 09:05 AM Carlo Capè, CEO BIP Welcome
- 09:05 - 09:10 AM Inigo Lambertini, Ambassador of Italy to the UK
- 09:10 - 09:25 AM Francesca Baiocchi, Strategy Partner, BIP UK  
- Presentation of BIP report: Energy Transition Pathways: the impact on energy logistics
- 09:25 - 09:45 AM Special guest - Interview of Claudio Descalzi, CEO Eni by Jayne Secker, Sky News
- 09:45 - 10:00 AM Bassam Fattouh, Director of the Oxford Institute for Energy Studies
- 10:00 - 10:15 AM Q&A
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**Presenter:** Jayne Secker, Sky News

### First Panel 10:15 - 11:00 AM

### Accelerated and orderly transition: for a secure, affordable and clean energy

- Karen Boesen, Group Chief Financial Officer at Sonnedix
  - Chris Manson-Whitton, CEO Progressive Energy Ltd
  - Marco Alvera, Co-founder Zhero | CEO TES-H2
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### Keynote Speech:

11:00 - 11:15 AM The Rt Hon. Graham Stuart MP  
Minister of State for Energy Security and Net Zero

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### Second Panel 11:15 - 11:50 AM

### Breakthrough solutions for the sustainable revolution: new technologies and new production and consumption models

- Sarah Merrik, CEO Ripple Energy
  - Ajay Lukha, Chief Commercial Officer, Evolito
  - Davide Parisi, CEO & Agritech Business Development, Evja
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11:50 - 12:00 PM Final remarks

12:00 - 13:00 PM Networking lunch

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**Moderator:** Trevor Hutchings, Partner, Sustainability, BIP



## Keynote Speakers



**Carlo Capè**  
CEO  
BIP



**Inigo Lambertini**  
Ambassador of  
Italy to the UK



**Claudio Descalzi**  
CEO  
Eni



**The Rt Hon.  
Graham Stuart MP**  
Minister of State for  
Energy, Security and  
Net Zero



**The Rt Hon.  
Chris Skidmore MP**  
Chair of the  
Government's  
Independent Net Zero  
Review



**Bassam Fattouh**  
Director of the  
Oxford Institute for  
Energy Studies



**Francesca Baiocchi**  
Strategy Partner  
BIP

## Panel Discussion - 01

Accelerated and orderly transition: for secure, affordable and clean energy



**Karen Boesen**  
Group Chief  
Financial Officer  
Sonnedix



**Chris Manson  
Whitton**  
CEO  
Progressive Energy Ltd



**Marco Alvera**  
Co-founder Zhero  
CEO TES-H2

## Panel Discussion - 02

Breakthrough solutions for the sustainable revolution: new technologies and new production and consumption models



**Sarah Merrick**  
CEO  
Ripple Energy



**Ajay Lukha**  
Chief Commercial  
Officer Evlito



**Paolo Iasevoli**  
Chief Marketing  
Officer and  
Co-Founder,  
Evja



## Presenter



**Jayne Secker**  
*Presenter*  
*Sky News*

## Moderator



**Trevor Hutching**  
*Partner*  
*Sustainability*  
*BIP*



Green & Blue Festival **בִּי.פּ.**

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