

The background features a stone tower with crenellations on the left, a flying car on the right, and glowing blue waves at the bottom. A large pink and teal diagonal graphic is overlaid on the left side.

**IDEAL**  
AXICOM



WEB SUMMIT LISBON 2024  
**BETWEEN HUMANS  
AND ROBOTS: A NEW BUSINESS  
ENVIRONMENT**

December, 2024

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# OPENING MESSAGE

If in 2023 the **Web Summit Lisbon** centred on discussions about communicating corporate governance, in this edition the event gave new impetus to the development of the business ecosystem. Innovations based above all on Artificial Intelligence (AI) guided discussions, mentoring and pitches among the more than **71,300 conference participants** (a 15% increase in the number of exhibitors compared to 2023).

The event featured representatives from **160 countries** and more than **3,000 start-ups** - with a particular focus on initiatives led by women (via Women in Tech) and minority groups. On the agenda were discussions about equity and inclusion or how AI can be used to solve major issues - from the global food supply to the climate crisis, taking the event far beyond conversations about creativity in agencies.

If there is a consensus, it is clear: experiences need to be more genuine, more human and less robotic in all sectors and for all people. This is why themes such as edge computing, social commerce, the use of data in the consumer journey, sustainability and diversity in the creation of new consumer experiences (of products and information) were central.

In this report, **Ideal Axicom** and **Aberje** bring together 5 of the event's key topics, focusing on the main themes of discussion that will surely accompany us in the coming months.

**Enjoy your reading!**



# 5 PROMPTS

THE MAIN REFLECTIONS FROM WEB SUMMIT LISBON 2024



# ARTIFICIAL INTELLIGENCE, BUSINESS AND REGULATION

## THE BIG THEME OF THE EVENT

Creating a healthy development environment for AI - one that protects countries and people and prevents misuse of the technology - was at the centre of regulatory discussions at Web Summit Lisbon. The **balance between innovation and safety** was at the centre of most of the discussions.

## MAIN TOPICS DISCUSSED

- **Algorithmic bias:** how to ensure that AI algorithms do not perpetuate existing prejudices and discrimination.
- **Data privacy:** how to protect users' privacy in an increasingly data-dependent world.
- **Liability:** who is responsible when AI causes harm or makes wrong decisions.
- **Transparency:** how to make AI systems more transparent and understandable to the public.
- **International collaboration:** the need for a global effort to create effective regulations for AI.
- **AI can solve big problems:** the potential of AI to contribute to solving global challenges such as climate change, poverty and disease.

# BRANDS THAT ALREADY USE GENERATIVE AI HAVE BEEN ABLE TO CREATE 10 TIMES MORE CONTENT WITH 50% SAVINGS

Generative AI allows brands to be more agile and efficient in production, freeing up more time for strategy development.

David Jones, Founder & CEO of The Brandtech Group; Fabrice Beaulieu, Chief Marketing Officer of Reckitt and Luciana Rodrigues, Columnist for Forbes Brazil on a panel at the Web Summit



# AI ROI?

## BUSINESS IMPACT

'It is estimated that companies will start to see ROI from AI from 2025 onwards, but **applications need to go beyond creating assistants and focus on uses that generate a real impact** on business.'

**Douwe Kiela, CEO of Contextual AI,** pointed out that the high cost of infrastructure and the lack of knowledgeable people are still factors that impact the development of more productive solutions.

**DOUWE KIELA, CEO and Co-Founder, Contextual AI**





# ROBOTS ARE ON THEIR WAY

A NEW GENERATION IN ROBOTICS

‘Unlike machines that are connected to a computer and programmed to do a specific activity, the new generation of robots is using various AIs to carry out activities throughout the day. Some **companies are already using robots** like Digit, from Agility Robotics, which at the moment are not yet able to interact with humans. But the expectation is that **in around 18 to 24 months this will become a reality in a safe way.**’

PEGGY JOHNSON, CEO, Agility Robotics



# FUTURE OF WORK

## COMMUNITIES AND REQUALIFICATION

In addition to the familiar discussions about face-to-face vs. remote work or happiness at work, Web Summit Lisbon put the spotlight on needs, such as the **continuous professional requalification** that AI has made possible, and trends, such as the **increase in the average turn over in companies** (driven by the speed of adoption of new technologies and changes in the assignment of tasks to professionals) and the consequent **opening up of new discussions about professional ethics**.

### MAIN TOPICS DISCUSSED

- **Skills of the future:** the skills that will be most valued in a labour market transformed by AI, such as critical thinking, creativity, problem-solving and emotional intelligence.
- **Professional re-skilling:** how to prepare workers for the new demands of the market by offering opportunities to learn and develop new skills.
- **New work models:** how AI can impact the way we work, with the possibility of greater flexibility and automation of tasks.

# INVESTMENTS AND STARTUPS

## NEW INNOVATION ECOSYSTEMS

The Web Summit once again reinforced its role as a **platform for growth and innovation, connecting startups, investors and industry leaders**. More than **3,000 startups** took part in pitches, mentoring sessions and panels on the event's various stages and spaces.

It's worth highlighting **the Women in Tech** initiatives, which promote entrepreneurship among women. Leaders such as Brazilian **Lidiane Jones, CEO of Bumble**, and **Sarah Franklin, CEO of Lattice**, discussed the creation of more inclusive and safe environments in technology. Both emphasised the importance of mentoring processes in discovering business and career possibilities.

Topics associated with funding and strategic partnerships also gained prominence, with mentions of the importance of ongoing **collaboration between companies, universities and governments to drive innovation**.



# CLIMATE CRISIS, TECHNOLOGY AND SUSTAINABILITY

ENVIRONMENTAL AGENDA

The Web Summit Lisbon expanded discussions on **energy transition, 'green' technologies and the role of technology in reducing carbon emissions** - both among the more than 3,000 startups taking part in the event and in new spaces created in this edition, such as the **New Energy Summit**.

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## MAIN TOPICS DISCUSSED

- **Renewable energies:** innovations in solar, wind, hydroelectric and other clean energy sources.
- **Energy efficiency:** technologies to reduce energy consumption in buildings, industries and transport.
- **Carbon capture and storage:** solutions for removing carbon dioxide from the atmosphere.
- **Sustainable agriculture:** technologies to optimise food production and reduce the environmental impact of agriculture.

# AI'S IMPACTS ON SOCIETY

MORE OPTIMISM ABOUT THE FUTURE



Despite all the challenges of safety, regulation and human training for the use of generative AI, the final message of Web Summit Lisbon was one of optimism: **new languages and technologies are already beginning to bring new opportunities, improve health, education and general well-being**, completely transforming the most diverse sectors of the economy - from increasingly mechanised and technological agriculture to the creative industry, which, more than ever, is seeing an immediate transformation in the ability to scale solutions.

## MAIN TOPICS DISCUSSED

- **Inequality:** how to mitigate the risk of AI widening social and economic inequality.
- **Access to technology:** how to guarantee equitable access to AI technologies.
- **Ethical implications:** ethical issues related to the use of AI in areas such as health, justice and public safety.
- **AI governance:** how governments and international organisations can regulate the development and application of AI.
- **Edge Computing:** edge computing allows users to access faster and more reliable services, and companies to use the flexibility of the hybrid cloud to provide solutions - this is what we see in more modern factories or autonomous vehicles, for example.

# EDGE COMPUTING

A POWERFUL INNOVATION WITH AI

With the growing use of AI, what is expected is that the **experience will be more genuine, more human and less robotised**. And it was in this context that professionals such as **Cristiano Amon, CEO of Qualcomm**, spoke more about **Edge Computing**. Using so-called edge computing means personalising activations in real time without sacrificing privacy, processing data directly on the user's device. This technological leap allows brands to adjust interactions in seconds and **create unique journeys in real time**.

CRISTIANO AMON, CEO, Qualcomm





# REFERENCES

IN BUILDING THIS REPORT



COVERAGE AND  
EXTERNAL LINKS

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