

four

June 2025
VOLUME 1

A STEP CLOSER

NEWS, VIEWS AND INSIGHTS ABOUT FUTURE INDUSTRIES

Not just track,
but vision

What high speed rail really needs



www.four.agency

IS YOUR FUTURE BRIGHT?

A detailed illustration of a futuristic city at sunset. In the foreground, a sleek, silver autonomous car drives on a road. To its right, solar panels are mounted on a structure. In the background, a dense skyline of skyscrapers is visible, with a rocket launching from one of them, leaving a bright trail. Wind turbines are scattered throughout the scene, and a satellite orbits in the sky. The overall atmosphere is one of technological advancement and sustainable development.

Change is accelerating all around us. Tech, investment and societal and environmental pressures are leading to innovation and exciting new initiatives across the globe. Whether you lead change, manage it or get left by the wayside is down not just to what you do but how you tell your story. That's where we come in.

Make your future bright.

four

futureindustries@four.agency

THE FIRST STEP

Welcome to the first edition of A Step Closer, Four's new magazine which explores the innovations, challenges and opportunities shaping the industries of tomorrow. We're passionate about driving conversations across the sectors that are transforming our world: clean energy, smart cities, advanced manufacturing, space, future mobility, the techs (fin-, food-, bio- and med-) and gaming.

Each month, we'll examine just how these industries are taking steps closer to a brighter future, and how marketing and communications play critical roles in their development.

The pace of change in these sectors is extraordinary. Technologies and ideas that seemed like science fiction just a decade ago are now part of our everyday lives or are on the brink of becoming reality. From electric vehicles revolutionising urban mobility to breakthroughs in renewable energy that are helping us combat climate change, to the world's smartest city taking shape in the beautiful landscape of NEOM, the future is unfolding before our eyes.

At Four Agency Worldwide, we are privileged to work with clients at the forefront of these industries, visionaries who are not only imagining what's next but actively building it.

Future industries excite passion because of the possibilities they offer. By building, developing and protecting the brands behind those industries, we can help to light the spark for that passion.

As we launch this publication into a world brimming with possibility - and challenges - we invite you to join us on this journey. Whether you're a seasoned professional or simply curious about what lies ahead, we hope you'll find insights here that inform your work and spark your imagination.

Here's to building a brighter future!

Ray Eglington
Group managing director



NOT JUST TRACK, BUT VISION

The tracks of tomorrow need more than engineering

Major new technologies or initiatives can lead to **inspiring movements** – developments that provoke transformation, creating movements of stakeholders, change-makers and consumers who want to improve the world. High speed rail is one. In markets across the world, investment is revolutionising how people travel – and the environmental impacts they have.

High-speed rail (HSR) has emerged as a cornerstone of modern infrastructure, reshaping mobility, trade and sustainability worldwide. The global HSR market, valued at \$42.82 billion in 2024, is projected to grow to \$65.61 billion by 2029, driven by urbanisation, climate imperatives and demand for efficient transport. Asia-Pacific leads this expansion, with China spearheading a network spanning more than 45,000 km - over two-thirds of the world's total. Europe and the Middle East are also accelerating investments, while the U.S. and Latin America lag behind.

In the UK and the Gulf, high speed rail has generated huge interest and media attention – but for very different reasons. In the UAE, which launched its first passenger rail services in 2024, the recent announcement of high speed rail connections between Abu Dhabi and Dubai, and onward to Oman, has stimulated great excitement. By contrast, in the birthplace of rail, HS2 stumbles along as a project massively over budget and under spec, a symbol of the nation's difficulties in creating major infrastructure projects.

CHINA'S BLUEPRINT FOR SUCCESS

The clear winner in high speed rail is China. Its HSR dominance stems from centralised planning, aggressive funding and technological self-reliance – and a unifying vision. The government treats HSR as a strategic priority, aligning it with economic growth and regional integration. Standardised designs and domestic innovation slashed construction costs to \$13–25 million per km, around two thirds of Western expenses. The World Bank credits China's long-term vision, including 15-year railway plans, for its rapid deployment. In 2024, China's HSR carried 3.2 billion passengers, cutting travel times between megacities to hours while reducing emissions and road congestion.

ENVIRONMENTAL AND ECONOMIC DIVIDENDS

Studies reveal HSR's transformative benefits. In China, HSR reduced fossil fuel consumption and carbon emissions along routes, with spatial spillover effects boosting sustainability in nearby regions. The World Bank estimates there was a 6.5% economic return on China's network in 2020, citing job creation, tourism growth, and industrial development. Spain's AVE system revitalised secondary cities, while Japan's Shinkansen became synonymous with efficiency. HSR also curbs aviation's carbon footprint: a Paris-Lyon train emits 98% less CO₂ per passenger than a flight.



Credit: Etihad Rail

BRITAIN'S HS2 DILEMMA: A CAUTIONARY TALE

While other nations race ahead, the UK's HS2 project, a planned 140 mile line linking London to Manchester, has floundered. Initially budgeted at £37.5 billion, estimated costs ballooned to more than £72 billion, prompting the government to scrap its northern leg in 2023.

The debacle highlights systemic challenges:

1. Political short-termism: Unlike China's multi-decade plans, UK rail policy shifts with electoral cycles. HS2 lacked cross-party consensus, leading to delays and scope reductions.
2. Cost and complexity: Land acquisition in densely populated Britain proved contentious, while environmental reviews and legal battles stalled progress. Reliance on foreign expertise, versus China's homegrown supply chains, inflated expenses.
3. Public scepticism: HS2 faced opposition from rural communities and criticism over its value-for-money. Meanwhile, China's state-led media campaigns fostered public buy-in. Experts argue the UK's failure to articulate a broader vision tying HSR to regional equity or decarbonisation weakened its case. "HS2 became a political football, not a carefully thought-through investment

decision," noted transport economist Prof. Henry Overman during a Select Committee meeting.

The other weakening factor? NIMBYism. Passing through many then-Tory seats, the project was hamstrung with more and more tunnelling as the Shires decided they didn't want trains passing in clear sight. No wonder the costs became some of the highest in the world.

CONCLUSION

High-speed rail is more than transport; it is a catalyst for equitable growth and climate resilience. As China and the Gulf surge ahead, nations like Britain must reconcile ambition with execution. The tracks of tomorrow demand not just tracks, but vision.

THREE LESSONS FOR COMMUNICATORS

High speed rail gives some clear marketing & communication lessons:

1. Holistic communications: Make a compelling case, linking a range of macro benefits (environment, economy, tourism) with individual impact. Sell the vision!
2. Bring communities with you: NIMBYism (not in my back yard) exists everywhere. Balance the need to engender community support with national benefit.
3. Keep your eyes on the prize: China proves the very real benefits of going all-in. By contrast, Britain's repeated steps back from the full HS2 package seem likely to ensure no-one is happy by the time it opens.

FOCUS ON THE GULF: HIGH-SPEED AMBITIONS IN THE DESERT

The Middle East is rapidly embracing high-speed rail as a cornerstone of economic diversification and environmental sustainability. With massive investments underway, Gulf nations are laying the tracks, literally and figuratively, for a regional transformation in transport, trade and tourism.

At the heart of the region's rail ambitions is the Gulf Cooperation Council (GCC) Railway Network—a 2,117kilometre mega project designed to connect Kuwait, Saudi Arabia, the UAE, Qatar, Bahrain and Oman. Scheduled for completion by 2030, the network aims to streamline regional mobility, boost trade and reduce dependency on air and road travel.

One of the network's flagship components is the \$13 billion UAE segment, which includes a high-speed line between Abu Dhabi and Dubai. With travel time slashed to just 30 minutes, the route is expected to serve 36.5 million passengers annually. Recently, the UAE unveiled futuristic station designs for stops in Abu Dhabi, Dubai, Fujairah and Sharjah.

Saudi Arabia is driving its own rail agenda as part of Vision 2030, an ambitious strategy to modernise the economy and promote non-oil sectors. One element of this vision is a rail link between Riyadh and Jeddah. The 950km Landbridge project will focus on cargo to start, but may add passenger services later.

The kingdom is already seeing success with its operational Haramain High-Speed Railway, a 453-km electric line connecting Makkah, Madinah, Jeddah and key economic zones. In March 2025, the line transported 1.2 million passengers, including a daily record of 48,000 on the 27th, during Ramadan. With a 99.5% punctuality rate, the Haramain line has become a vital link for religious tourism and a model for efficient HSR operations in the region.



THE WELSH DRAGON IS FIRING UP

Wales is a thriving hub for renewable energy, with huge opportunities at play

Wales is rapidly emerging as a centre of opportunity in the renewable energy sector, driven by ambitious government policies, significant inward investment and home-grown innovation. With its unique geography and commitment to sustainability, the Welsh dragon is firing up to lead the way in the UK's clean energy transition and carve out a niche in global markets.

A RISING FORCE IN RENEWABLE ENERGY

Wales's renewable energy capacity has grown steadily, reaching 3,663 MW as of 2023, enough to meet 53% of its electricity demand. While this figure is impressive, it represents only part of the story. The Welsh Government has set ambitious targets to generate 100% of electricity from renewables by 2035, requiring capacity to quadruple within the next decade. Solar energy has seen rapid growth, with more than 15,300 new solar PV installations commissioned in 2023 alone.

Meanwhile, onshore wind and marine energy projects are poised to accelerate development, positioning Wales as a key player in the UK's renewable energy landscape.

POLICY DRIVING PROGRESS

Both UK and Welsh government policies have been instrumental in catalysing Wales's renewable energy boom. The Welsh

Government's commitment to net-zero by 2050 (2035 if possible) includes streamlined planning processes for smaller-scale solar farms and community-driven green initiatives like Ynni Cymru. Additionally, Wales has already surpassed its target of 1 GW of locally owned renewable capacity by 2030 and aims for 1.5 GW by 2035.

These policies not only foster local ownership but also attract international investment.

On a UK-wide scale, policies supporting offshore wind development are creating significant opportunities for Wales. The Celtic Sea floating wind projects are expected to deliver up to 4.5 GW of capacity by the early 2030s, contributing to the UK's broader offshore wind ambitions while establishing Wales as a leader in this emerging technology.

INWARD INVESTMENT FUELS GROWTH

Wales is increasingly attracting substantial inward investment from global players. In February 2025, Copenhagen Infrastructure Partners announced a £600 million investment into onshore wind and solar projects through Bute Energy and Green GEN Cymru. These projects aim to deliver up to 1 GW of new capacity by mid-2025, enough to power one million homes.

Marine energy is another area where Wales shines internationally. The Morlais tidal energy

Closer to... the issues

project on Anglesey has secured £8 million from the Welsh Government and additional funding from EU sources. Once operational in 2026, it will generate enough electricity to power up to 180,000 homes and position Wales as a global leader in tidal power - a niche market with vast untapped potential.

HOME-GROWN TALENT AND INNOVATION

The renewable energy sector in Wales is not just about external investments; it is also driven by local talent and innovation.

Projects such as the Five Fords Energy Park in Wrexham exemplify this spirit. Combining solar panels, biomethane production and anaerobic digestion technologies, this model green energy site meets 8% of Welsh Water's annual energy needs while showcasing how local expertise can deliver cutting-edge solutions.

Additionally, universities and research institutions across Wales are contributing significantly to advancements in clean energy technologies. These efforts are helping build a skilled workforce that can support the industry's growth while ensuring long-term economic benefits for local communities.

COMPARISONS WITH THE UK AND GLOBAL MARKETS

While Wales is making remarkable progress, comparisons with other regions highlight both its strengths and areas for improvement. Scotland leads the UK in renewable capacity expansion, particularly in offshore wind, while England dominates solar adoption due to its larger landmass and population density. Globally, countries like China and Germany are investing at unparalleled scales; China is on track to add over 450 GW of solar and wind capacity annually, for example.

CHALLENGES AHEAD

Despite its progress, Wales faces challenges that could hinder its ambitions. Grid infrastructure constraints remain a major bottleneck for large-scale deployment of renewables. Consenting delays have slowed onshore wind development and no new onshore wind capacity was added in Wales during 2023. Port upgrades are also needed to support offshore wind projects like those planned for the Celtic Sea.

To overcome these hurdles, strategic investments in grid modernisation and streamlined planning processes are essential. By addressing these issues head-on, Wales can unlock its full potential as a renewable energy powerhouse.

CONCLUSION

With strong government support, substantial inward investment and innovative local talent driving progress forward, Wales is poised not only to meet its ambitious climate goals but also to play a leading role in the UK's clean energy transition. As it continues to grow its renewable portfolio across solar, wind, marine energy and more, Wales has the chance to establish itself as a global leader in sustainable development. The Welsh dragon is indeed firing up as a centre for opportunity in the renewable energy sector.

THREE LESSONS FOR COMMUNICATORS

Renewable energy can be a communications win-win-win for Wales:

1. Global leadership: Position the combination of initiatives as a world-leading case study.
2. Community benefits: Make the case to the Welsh community for the cost and environmental benefits these initiatives bring.
3. Inward investment: International investors like to see a roadmap of investment opportunities – so renewable energy can be a cluster that Wales uses to drive FDI.

Looking closer...

SMART CITIES



Credits: The LINE

TAKING SHAPE

NEOM outlined further details of THE LINE, the new city taking shape in Saudi Arabia, at this year's Davos event. Described as the iPhone to other

cities' Nokia, THE LINE completely reimagines how we will live in urban environments.

Looking close



THE WORLD'S LARGEST PILING EXERCISE



Latest News!

X

The latest construction update shows impressive progress



REDUCED CARBON CONCRETE

A standardized concrete mix reduces carbon emissions by 30%.

908km
OF DRILLING

5,500
PILES PER MODULE

16,397
PILES IN TOTAL

3.5M m³
CONCRETE

FOUR THINGS WE LIKE IN... SPACE

Each month, we take a look at one future industry and give you suggestions of people and resources to follow, to find out more.

This month, we look at space.



1. SPACE AMBITION BLOG

The Space Ambition blog is a must-read for entrepreneurs, venture capitalists and decision-makers interested in the commercial potential of space. It provides in-depth articles on space trends, business opportunities and insights into how space is becoming more accessible for industries beyond aerospace. With a focus on innovation and investment, the blog is a valuable resource for anyone looking to understand the intersection of space and business.

Website: [Space Ambition Blog](#)

2. PAYLOAD

Payload covers the business and policy of the space industry. Its flagship newsletter delivers high-quality insights on topics like satellite launches, space tourism and investment trends, making it essential reading for executives, policymakers and investors shaping the future of space exploration. With its focus on actionable intelligence, Payload bridges the gap between technical advancements and commercial opportunities in space.

Website: [Payload](#)

3. BLUE ORIGIN

Blue Origin's website offers a fascinating look at the company's ventures into space tourism and advanced space technologies. As one of the pioneers in commercial suborbital flights, Blue Origin is at the forefront of making space accessible to private individuals and businesses. The site provides updates on upcoming missions, reusable rocket technology and long-term goals like lunar exploration—all of which highlight the growing role of private enterprise in space.

Fun fact: almost one in eight of all people who've been to space have done so with Blue Origin.

Website: [Blue Origin](#)

4. INNOVATIONS AND CHALLENGES IN SPACE MEDICINE AND HEALTHCARE

This recently published book explores how space research is driving advancements in healthcare on Earth. It examines medical technologies developed for astronauts that are now being adapted for use in hospitals worldwide, such as telemedicine tools and AI-powered diagnostics. The book also delves into ethical considerations and partnerships that are shaping the future of healthcare innovation through space exploration. It's an eye-opening read for professionals interested in how space can transform global health systems.

Website: [Innovations and Challenges in Space Medicine](#)



THE NEWSMAKERS

Updates on journalism and communicators covering future industries

Here's the latest news about journalists, publications and influencers shaping conversations in future industries.

FRANK KANE HIGHLIGHTS SAUDI MEDIA'S "YEAR OF INFLUENCE"

Veteran journalist Frank Kane has spotlighted Saudi Arabia's growing role in global media at the fourth Saudi Media Forum. Kane emphasised how the Kingdom is leveraging its position as a "news fulcrum" amidst geopolitical shifts, with media increasingly playing a role in diplomacy and crisis reporting. His insights underscore Saudi Arabia's ambitions to shape narratives in areas such as energy and innovation.

[AGB](#)

DR. BECKY SMETHURST: A RISING STAR IN SPACE JOURNALISM

Dr. Becky Smethurst, an astrophysicist at Oxford University, continues to captivate audiences through her YouTube channel, Dr Becky, which boasts over 750,000 subscribers. Her videos explore topics such as black holes, space exploration technologies and monthly space news recaps with wit and accessibility. Her latest book, A Brief History of Black Holes, was praised by BBC Sky at Night for its engaging style and pop-culture references.

[Dr Becky's YouTube Channel](#)

AI TRANSFORMING JOURNALISM IN BIOTECH REPORTING

Generative AI is reshaping journalism workflows, particularly in biotech reporting. Reuters has adopted AI tools to analyse datasets and press releases for promising stories, while Google is testing AI-powered newsroom tools for newsgathering. These innovations are enabling publications like BioWorld to present complex scientific research in more accessible formats, expanding audience reach and engagement.

[Journalism.co.uk](#)

NEW BLOG: "THE NEXT FRONTIER" EXPLORES SPACE AND AI

Aisha Al-Mansoori from the UAE has launched The Next Frontier, a blog dedicated to exploring space exploration and artificial intelligence advancements. The blog delves into underreported stories from the Middle East and beyond, highlighting how these industries are shaping global innovation while addressing ethical dilemmas and risks associated with emerging technologies.

[The Next Frontier](#)

GROWING ROLE OF AI IN JOURNALISM

Confidence in journalism and business prospects

Only 41% of editors, CEOs and digital executives are confident about journalism's prospects in the year ahead, with concerns about political polarisation, attacks on the press, and media capture. However, 56% are confident about their own business prospects, expecting traffic boosts, growth in online subscriptions, and a return of audiences to trusted media due to unreliable AI-generated content.

Referral traffic and AI relationships

Around 74% of respondents are worried about a decline in referral traffic from search engines, despite stable traffic from Google search. Publishers are focusing on building relationships with AI platforms like ChatGPT and Perplexity and increasing efforts on video platforms like YouTube, TikTok and Instagram. Sentiment towards X/Twitter has worsened, with some publishers stopping posts on the platform.

Revenue streams and AI technologies

Licensing income from tech and AI companies is expected to be a significant revenue stream for 36% of commercial publishers. Subscription and membership remain the biggest revenue focus, with new product development becoming a priority. AI technologies are increasingly used across news organisations, with audience-facing uses like format personalisation and AI chatbots expected to proliferate.

[Journalism, media, and technology trends and predictions 2025 | Reuters Institute for the Study of Journalism](#)



MONEY MULING

‘DON’T BE FOOLED’ CAMPAIGN

Four in action

Two-thirds of UK FinTechs are reporting a rise in fraud volumes. Every day a new scam arrives and governments need to react to protect the vulnerable. In our latest case study, shortlisted for PR Week Corporate Affairs’ Best use of content award, we’ve been helping to combat the latest in financial crime and protect more young people.

The alarming rise in young people being exploited as money mules has prompted action from UK Finance, iChild and Four Agency. Our groundbreaking campaign, Don’t Be Fooled, has successfully educated more than 20,000 pupils across the UK, empowering them to protect themselves from criminal exploitation. This case study

highlights how early education, engaging content, and collaboration can address a growing societal issue.

THE CHALLENGE

Money muling involves individuals transferring stolen money through their bank accounts for criminals, often unknowingly. Many are approached online or through social media, unaware of the legal and financial consequences. This behaviour not only funds serious crimes like drug trafficking but also jeopardises young people’s bank accounts, confidence and financial futures.

SHORTLISTED CAMPAIGN FOR

PRWeek
Corporate Affairs
Awards

THE STRATEGY

Understanding the need for early intervention, the Don't Be Fooled campaign focused on educating young people before they even have bank accounts. The strategy centered on equipping teachers with curriculum-compliant resources to deliver impactful lessons about money muling's dangers and consequences. Resources were designed to be engaging and relatable, bringing the issue to life through storytelling and creative activities.

Awarded the prestigious Young Money Financial Education Quality Mark, resources included:

- Assemblies: Delivered by headteachers across 452 schools nationwide.
- Lessons: Cross-curricular learning activities covered PHSE, English, Drama and Art & Design, to appeal to all types of learners.
- Parental Engagement: Emails and letters sent home in book bags to involve parents in the conversation.
- SEND Materials: Tailored resources for students with special educational needs and disabilities.

We reached out directly to school leaders and teachers, as well as using media and other stakeholders to amplify the message.

THE IMPACT

Post-campaign research revealed remarkable results. 100% of teachers who used the content agreed their pupils are now more likely to refuse offers to become money mules.

More young people now understand money muling and are less likely to be exploited. By reaching over 20,000 pupils and engaging hundreds of schools, the campaign has successfully changed behaviour while empowering young people to protect themselves and their families from exploitation.

LOOKING AHEAD

The Don't Be Fooled campaign exemplifies how collaboration between organisations like UK Finance, iChild and Four Agency can tackle complex societal issues.

This case study underscores the importance of early intervention, creative content and community engagement in combating exploitation a lesson that extends far beyond financial crime.

This is the story of Stirling



Stirling is 14 years old.

He has had online access to his bank account for two years. He's very proud of this.

THREE LESSONS FOR COMMUNICATORS

The campaign's success lies in its focus on relatable content and proactive education:

- Early intervention: Targeting young people before they are exposed to financial exploitation.
- Engaging resources: Creative activities that resonate with students while meeting curriculum standards.
- Community involvement: Mobilising teachers, parents and schools to create a united front against money muling.



Photo Supplied

HOW DID THE GULF'S AIRLINES INSPIRE FUTURE INDUSTRIES TO GROW?

by Mohaned Lafi, chief executive MENA

Every Airbus aircraft that is currently produced is equipped with parts made in the UAE. That's quite a remarkable achievement for a country that began this production just under two decades ago. Strata, an Emirati company that was set up in 2009, produces wing parts, vertical tail planes and other components for both Airbus and Boeing, by a team made up of more than 65% Emiratis and almost 90% female engineers.

When I first arrived in the UAE in 2012, I was fascinated by the ambition and pace of the nation's aviation sector. I was fortunate enough to be part of the team that launched The Residence for Etihad Airways, a unique offering at the time, by an airline that grew rapidly, and helped put Abu Dhabi on the global map.

The success of the UAE's aviation sector has inspired movements in new industries including robotics and advanced mobility.

Closer to... the issues

A partnership between Emirates, DP World, dnata and Dubai Future Labs led to the development of automated electric vehicles, autonomous baggage transport and robot check-in agents. These achievements have been a result of forward-looking vision, bold decisions, smart investments and always looking beyond the horizon.

One of the key milestones in the UAE's journey has been the success of the A380, a marvel of modern engineering that redefined air travel. Emirates' fleet of A380s set new standards in passenger comfort and operational efficiency. The UAE took a bold decision to invest in some of the largest Airbus orders in history at Dubai Airshow, cementing the position of the emirate as a global hub for connectivity.

The region's aviation industry has thrived by combining global expertise with investments in local talent. Communications campaigns on national pride and opportunities have inspired Emirati pilots and engineers to now be at the forefront of this sector. The blend of international knowledge and homegrown skills has been instrumental in the nation's development.

The inspiring movement of the UAE echoes the success of the UK's aviation journey. British Airways, along with other carriers

such as bmi, benefited from deregulation, allowing for greater competition and improved services. The Gulf states, particularly the UAE, KSA and Qatar, have leveraged their geographic and economic advantages - and boosted them with open access - to continually invest in expanding their airlines and airports, ensuring they remain at the helm of global air transport.

The accomplishments of airlines in the Gulf are not just about economic benefits; they are about the ability to keep inspiring and keep advancing infrastructure and capacity. This relentless pursuit of excellence has positioned the region as a strategic epicentre for air travel, connecting people and places like never before. Without this connectivity, there wouldn't be international fintech leaders in Dubai International Financial Centre or smart city pioneers setting up regional HQs in Riyadh.

Today we are preparing our campaign for the next edition of Dubai Airshow, which is set to be the biggest and best so far. Sustainable aviation fuel and flying taxis are high on the agenda for the event. I love working within this sector as it reminds us that with vision, boldness and investment in talent, we can build industries that not only drive economic growth but also inspire movements that create a better world.



“ THE SUCCESS OF THE GULF’S AVIATION INDUSTRY IS A TESTAMENT TO THE POWER OF VISION, COURAGE AND STRATEGIC INVESTMENTS. INTEGRATED COMMUNICATIONS HAS PLAYED A PIVOTAL ROLE IN INSPIRING THIS MOVEMENT, CHANGING THE WAY PEOPLE THINK ABOUT POTENTIAL.”



10 WAYS THE FUTURE BECAME A STEP CLOSER THIS MONTH

A brief summary of major developments across a range of future industries.

RECORD GROWTH IN RENEWABLE ENERGY CAPACITY

The International Renewable Energy Agency (IRENA) reported a record-breaking addition of 585 GW of renewable power capacity in 2024, accounting for over 90% of global power expansion. Solar and wind energy led the growth, with China contributing 64% of the new capacity. This milestone highlights the accelerating global shift toward sustainable energy sources.

Source: IRENA Renewable Capacity Statistics 2025

UK'S FOOD STANDARDS AGENCY LAUNCHES INNOVATION HUB

The UK's Food Standards Agency (FSA) received £1.4 million to establish an innovation hub focused on regulating emerging food technologies like precision fermentation and cultivated foods.

This initiative aims to streamline regulatory pathways while maintaining safety standards, positioning the UK as a leader in foodtech innovation.

Source: FDI Forum

NORTHERN IRELAND'S ENERGY STRATEGY ACTION PLAN

Economy Minister Dr. Caoimhe Archibald unveiled Northern Ireland's Energy Strategy Action Plan for 2025. Key actions include developing a Renewable Electricity Support Scheme and a smart meter design plan to achieve 80% renewable electricity by 2030, marking a significant step toward self-sufficiency in clean energy.

Source: Construction Ireland

CHINA LINKS HIGH-SPEED RAIL TO EV ADOPTION

A study revealed that China's extensive (HSR) network, now covering 45,000 km, has significantly boosted electric vehicle (EV) adoption by reducing range anxiety.

The complementary infrastructure allows residents to rely on shorter-range EVs for local travel while using (HSR) for long-distance journeys.

Source: University of Pennsylvania Study

ISOMORPHIC LABS SECURES \$600M FOR AI DRUG DISCOVERY

UK-based Isomorphic Labs raised \$600 million in its first external funding round to accelerate its AI-driven drug discovery platform.

This funding highlights the growing role of artificial intelligence in revolutionising biotech research and development.

Source: Financial Times

ADVANCED MANUFACTURING WORKSHOP BY ESA

The European Space Agency hosted its fourth Advanced Manufacturing Workshop, focusing on additive manufacturing and predictive analytics for space applications.

The event showcased how advanced manufacturing is enabling Europe's ambitions in space exploration.

Source: European Space Agency

SMART CITIES EMBRACE AI AND GREEN ENERGY

The Oliver Wyman Forum ranked San Francisco as the top city for urban mobility readiness in its annual index, citing its use of AI and green energy solutions like autonomous vehicles and air taxis as key drivers of sustainable urban transport innovation.

Source: Oliver Wyman Forum

MAJOR GLOBAL COMPANIES PLEDGE SUPPORT TO TRIPLE NUCLEAR ENERGY

During CERAWeek 2025 in Houston, a coalition of major companies, including

Google, Amazon and Meta, signed a pledge to triple global nuclear energy capacity by 2050.

This marks the first time businesses outside the nuclear sector have united to support its expansion as a clean, reliable energy source.

Source: World Nuclear Association

UK FINTECH WEEK HIGHLIGHTS AI AND EMBEDDED FINANCE

FinTech Week 2025 brought together industry leaders in London from April 22–26 to discuss transformative trends that were shaping the financial sector. Key topics included the adoption of generative AI for personalised services and embedded finance solutions that integrated lending and payments into non-financial platforms. The event also explored tokenisation's role in capital markets and ESG-focused fintech innovations that were driving sustainable finance.

Source: FinTech Alliance

GAMING REALMS EXPANDS GLOBAL REACH WITH RECORD REVENUES

Gaming Realms, a UK-based iGaming company, reported a 28% growth in core content licensing revenues to £23.8 million, with North America now accounting for 54% of its total licensing income. The company has also expanded into Brazil, a newly regulated iGaming market, and launched three new Slingo games.

This strong start to 2025 highlights Gaming Realms' effective content strategy and its growing presence in 21 global markets, positioning it as a leader in the rapidly evolving online gaming industry.

Source: The Armchair Trader

WHERE IT'S AT

Major events in future industries: June & July 2025

Conferences and exhibitions across future industries, highlighting key opportunities for networking, learning and innovation. Here are a few examples coming up over the next couple of months. Maybe see you there!

ABU DHABI INFRASTRUCTURE SUMMIT (ADIS)

Date: 17 – 18 June 2025

Location: Abu Dhabi, UAE

Website: <https://adisummit.ae/>

Why attend?

Smart-city-centric forum on modular construction, AI-enabled infrastructure and urban tech, hosted at the new Abu Dhabi Energy Center with investor roundtables.

FOOD BUSINESS FORUM MENA

Date: 19 June 2025

Location: Dubai, UAE

Website: <https://foodbusinessforum.me/>

Why attend?

One-day, high-intensity summit uniting GCC food-tech founders, grocers and HoReCa giants—perfect for forging distribution and manufacturing partnerships.

GLOBAL OFFSHORE WIND 2025

Date: 17 – 18 June 2025

Location: London, UK

Website: <https://www.renewableuk.com/events/global-offshore-wind-2025/gow25/>

Why attend?

Flagship UK renewables conference policy makers, turbine OEMs and supply-chain primes meet for deal-making on floating wind, digitalisation and export markets.

SMART CITY EXPO LONDON

Date: 24 – 25 June 2025

Location: London, UK

Website: <https://www.smartcityexpo.co.uk/events/smart-city-expo-london-uk-24-25th-june-2025>

Why attend?

Urban-innovation expo covering IoT, mobility, green infrastructure and data governance, with Europe's largest smart-city startup pavilion. Smart City Expo UK

LONDON BIOTECHNOLOGY SHOW

Date: 18 – 19 June 2025

Location: London, UK

Website: <https://londonbiotechshow.com/>

Why attend?

Red, white and industrial biotech showcase with on-site investor lounge and startup pitching for therapeutics, ag-tech and bioprocessing innovators.

NATIONAL NUCLEAR MANUFACTURING SUMMIT

Date: 30 June – 1 July 2025

Location: Coventry, UK

Website: <https://www.the-mtc.org/national-nuclear-manufacturing-conference-2025>

Why attend?

SMR supply-chain deep dive hosted by the MTC site tours, procurement briefings and technology demos for novel fuels and modular components.

FINTECH REVOLUTION SUMMIT

Date: 3 July 2025

Location: Riyadh, Saudi Arabia

Website: <https://fintech.traiconevents.com/saudi/>

Why attend?

Gulf's mid-year fintech gathering reg-tech, payments and open-banking tracks plus 1-to-1 investor meetings in partnership with Saudi regulators.

DEVELOP:BRIGHTON

Date: 8 – 10 July 2025

Location: Brighton, UK

Website: <https://www.developconference.com/>

Why attend?

Premier UK games-industry conference: 13 content tracks, expo floor, Indie Showcase and nightly beach networking ideal for gaming & XR deal flow.

CDSR 2025

Date: 13 – 15 July 2025

Location: London, UK

Website: <https://cdsr.net/>

Why attend?

International robotics & control-systems congress mixing academic keynotes with applied-industry demos and paper-to-pilot matchmaking.

WOMEN IN NUCLEAR GLOBAL CONFERENCE

Date: 14 – 18 July 2025

Location: London, UK

Website: <https://www.winuk.org.uk/event/win-global-conference-2025/>

Why attend?

Global talent and policy forum advancing diversity in nuclear energy, with mentoring circles, technical tours and government engagement.

UK SPACE CONFERENCE 2025

Date: 16 – 17 July 2025

Location: Manchester, UK

Website: <https://www.spaceconference.co.uk/>

Why attend?

Government-industry-academia nexus for satellite and launch innovation investor round-tables, SME pavilion and ESA/UKSA procurement sessions.

ISMB/ECCB 2025

Date: 20 – 24 July 2025

Location: Liverpool, UK

Website: <https://www.iscb.org/ismbeccb2025/home>

Why attend?

World-leading computational-biology summit uniting AI, genomics and biotech communities hackathon day and pharma partnering built in.

This calendar highlights key events across clean energy, biotech, advanced manufacturing, mobility, space exploration, foodtech, medtech and gaming, offering unparalleled opportunities to stay ahead in future industries!

INTRODUCING THE MESSAGE ENGINE



Powered by Four's unique 1-3-6-2 methodology, The Message Engine gives you and your team the tools to define, develop, and deliver your message with impact, whether you're speaking to journalists, stakeholders, employees or... the world.

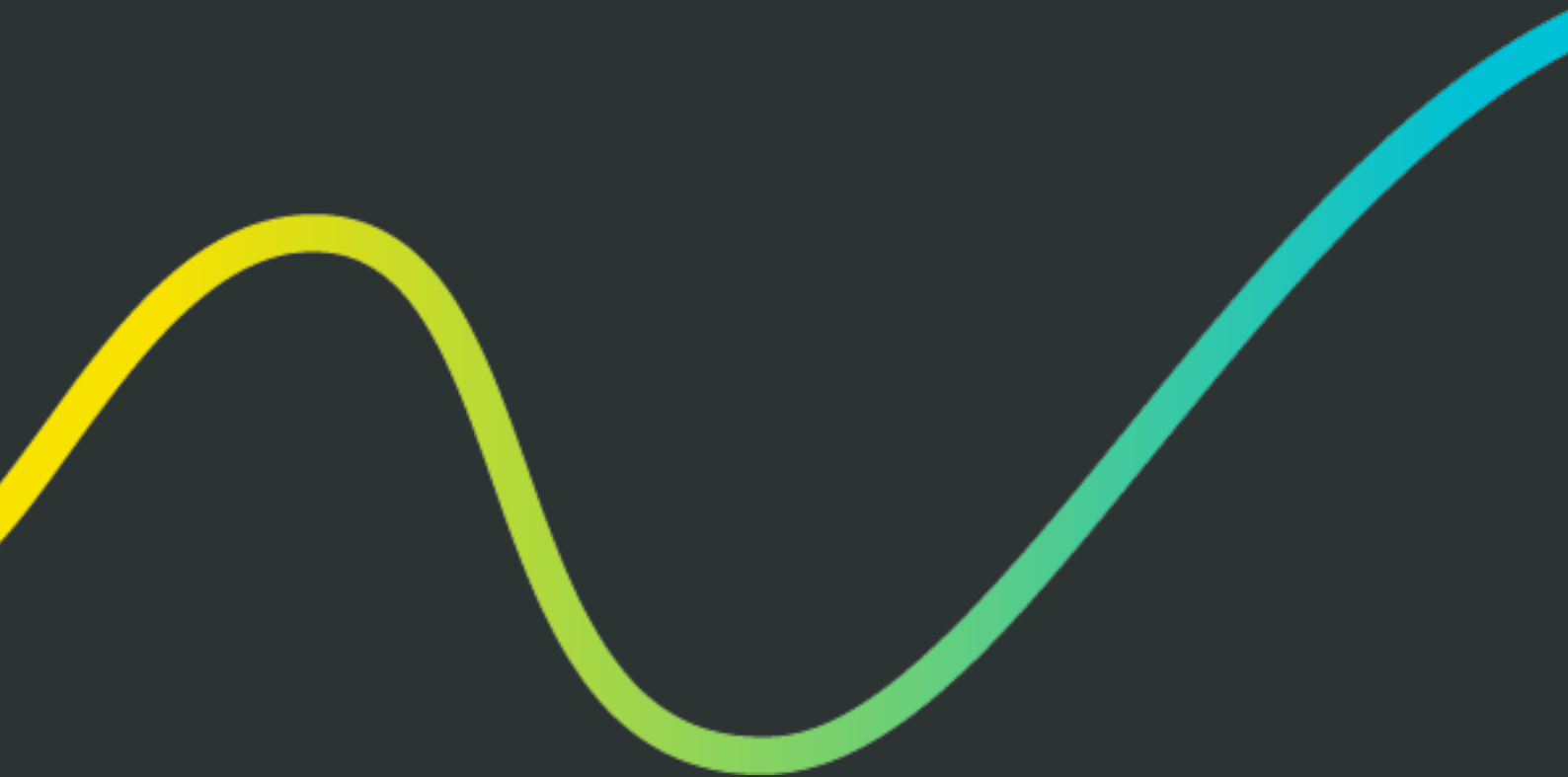
The Message Engine is a suite of training modules, tailored to your experience and specific needs.

Ready to take control of your narrative?

four

themessageengine@four.agency

four



www.four.agency

Contact us at info@four.agency or +44 (0)20 3920 0555