

## Summer Briefing from the Centre for Business Innovation



### Headlines

- Now in its 5th year, CfBI continues to expand its portfolio of consortia delivering “collaborative advantage” across Europe, the USA and beyond. Leading companies, government departments and research institutes derive benefit from influencing, accelerated learning, cost sharing, designing and promoting best practises, training and business development by participating in CfBI’s consortia. Come and join us!
- New Social Media for Business Consortium (SMfB-1) enables private benchmarking for blue-chip members across FMCG, Finance, Healthcare & beyond – looking at HR, operations, stakeholder communications as well as marketing and sales applications;
- Nano-Carbon-Enabled-Materials Consortium members won a major European Commission project. NCEM-2 launches in June and will visit USA;
- Open Innovation Practitioners’ consortium members focus on the space where Open Innovation meets Big Data – in smart cities and elsewhere;
- Inclusive Design consortium (ID-2) helps top companies gain competitive advantage by developing iconic designs in packaging, built environment and user interface, suited to changing consumer demography;
- Microfluidics consortium visited Stanford, Cambridge & Harvard with Open Days where members demonstrate to guests. MF-5 launches soon;
- Cyber Security Consortium (CS4B-1) for utilities and manufacturing organisations recently announced;
- CfBI is investigating potential new consortia including: Carbon Capture, Smart Grids, Personalized Medicine and Regenerative Medicine;

### Nano Carbon Enhanced Materials NCEM-2

The NCEM-1 consortium launched in April 2012. It is led by Dr Bojan Boskovic an expert in nano-carbon commercialisation and has held meetings at member sites across Europe. It has worked with leading academic and government institutions such as University of Cambridge, European Commission and Fraunhofer and leading carbon nanotube and graphene manufacturing companies such as Bayer, SWeNT Thomas Swan & Graphenea.



The consortium has been used as a vehicle to generate the idea for and win a 3.3M Euro EC FP7 project on ultraconductive lightweight nanocarbon-copper wires among other activities. Current members: University of Cambridge (UK); Nokia Research Centre (UK); ST Microelectronics (I); International Copper Association (USA); Nexans (F); Bosch (D); Codelco (Chile), National Grid (UK), Trinity College Dublin (Ire), Arup (UK) & Statnett (N). NCEM-2 launches in July 2013 and is open for new members.

*“I believe that consortia like this are a critical step towards bridging the gap between extraordinary science and products commercialization. We feel privileged to be invited to speak to a group that is interested in doing something as opposed to just talking about something.”* - Dr Kyle Kissell, Technology Development Director from NanoRidge Materials, USA

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### Social Media for Business SMfB-1

The consortium around the use of Social Media for Business is coming together strongly and expects to launch in late June for its 12 month programme of five one day meetings. A dual focus is emerging from those signing up.



On the one hand the pervasive use of social media platforms in big multi-nationals as part of internal communications is of strong interest. Some big enterprises have tens of thousands of their staff across many continents collaborating using social media platforms such as Social Cast. In many ways this is a further development of project and knowledge management platforms, but it has a subtle difference in that it underwrites strong relationship and team building and provides foundations for flexible modern business cultures.

The other focus of the consortium will be around the management of external stakeholders using social media platforms. Reputation is a key asset to be nurtured in any organisation, but so easily degraded in today's world of instant comment, both pithy one liners on Twitter, and longer critiques on blogs. Regulators are starting to explore how they can permit critical data sharing in real time via social media, a concept that wouldn't have seemed possible just a few years ago. For many organisations the customer relationship is migrating into the world of social media. For all organisations, being on top of the opportunities in internal communication and the management of external relationships using social media is becoming increasingly important.

So far members have signed up from the aerospace, pharma, banking, food and drink, and economic development sectors. Further members are about to join from automotive, publishing, FMCG, engineering and leisure sectors. All will benefit from the dynamic knowledge transfer of better and next practice in this important social media area.

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### Open Innovation Practitioners OI-4

When the consortium focussed on health and wellness it found particularly interesting classes of opportunity associated with Big Data and public sector data. These themes have now become the core of OI4 as it widens its horizons to new applications such as mobile data, smart devices, smart supply chains and smart cities. With new members including Sony, Sealed Air, Ordnance Survey (location data) and The Met Office (weather data) the consortium is currently looking at interoperability of services in smart cities and best practise in open innovation "Challenge" competitions.



*"Insight from the collaboration with other companies and institutions dealing with the same topic really proved to be a jumpstart in many ways. DSM is still getting benefits from that collaboration. It was a non-commercial, non-salespitch initiative, very different from the usual stuff we get from suppliers."*

Massimo Mercuri - Royal DSM

*"Many thanks for this excellent OI3. It was great to host you and have such good interactions".* Michel Bernard – Google, Zurich

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## Inclusive Design ID-2

Designing inclusively means delighting more customers and selling more product. ID-1 launched in Cambridge and held meetings in Munich, Berlin and Basel, finishing up with a packed two-day meeting back in Cambridge. Members included the BBC, Roche, Nestlé, Bayer, M&S, Royal Bank of Scotland and Bosch Siemens Hausgeräte. They worked together with our expert partner, the University of Cambridge Engineering Design Centre (EDC), to enable the design of new mainstream products that are usable by the greatest possible proportion of the population. As populations get older, this is not just a social requirement but also a major commercial growth opportunity. Following completion of ID-1 the CfBI and EDC have been working with a number of members to roll-out Inclusive Design within their businesses. We are now planning the next consortium, ID-2, to launch in the autumn. We expect ID-2 to feature themes including packaging, consumer product design and online services, so join us if you are looking to improve your market position through designing products or services that more people will love to use.



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## Microfluidics MF-5

Now in its 5<sup>th</sup> year, this consortium continues to expand around the world as exciting new applications for microfluidics (aka lab on a chip) come to market. Engaging with leading stakeholders including: Stanford, MIT, Cambridge, NICE, Royal Society of Chemistry, Medicare and the European Commission, the consortium champions opportunities to grow the market for microfluidics enabled products and services.



MF-5 covers applications including Diagnostics, Screening, Synthesis, Circulating Tumour Cells/DNA, Regenerative Medicine, Food, Environment, Homeland Security. Its members work on device formats, interconnects and interoperability, materials and manufacturing seeking to link stakeholders across traditional boundaries to share insight, drive up volumes and drive down prices... while doing a few deals on the side!

For details of our Open Day in Boston on June 4<sup>th</sup> [follow this link!](#)

*"Attending the MF consortium was a very interesting and fruitful experience to me."* - Francois LeBlanc Fluigent, Paris

*"Thanks-again for the fabulous event"* – Ali Tinazli SonyDADC, Boston

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## Cyber Security CS4B-1

Though the incidence of penetrating attacks on ICT systems is increasing, and the reports of money stolen and reputation affected is eye-watering, it is time to focus on “the Weakest Link”. People exhibit a splendid spectrum of behaviour from at the one end cautious and compliant to at the other free creative spirits who don’t regard being constrained in their behaviour as something they will tolerate. The big question then is how to design cyber security structures and guidelines that the whole establishment can live with, adhere to and manage. It only takes a few careless actions to enable tools developed by criminals and even States to access data that is of huge asset value in any organisation.



BYOD – Bring your own Device – has changed the boundaries of security for many organisations, as memory sticks and even individuals laptops and tablets are brought to work. Not only can viruses be inadvertently imported but documents can also be exported with or without permission to the outside insecure world. Homeworking has meant that firewalls are often imperfect and can be breached remotely and data stolen. The Cloud we are promised will liberate IT departments from day to day security concerns, but how sure are we that those providing this cloudy platform can keep us safe. Intellectual Property, developed at huge cost and often the key competitive distinction is being compromised continuously and globally, often it appears by Nation States.

While many of these issues have a technological solution element, the UK Government appears convinced that unless we address the human condition and its willingness to ignore, or partially avoid compliance, in terms of cyber security we will never be at the level of protection that is needed and which those in key positions of responsibility should presume operates in their organisations, but often fail to track.

C4CS is building consensus around the human factors issues above, and expects to get to launch later this year. Contact [paul.ormerod@cfbi.com](mailto:paul.ormerod@cfbi.com)

## Coming Soon!

We are currently “scoping” with our established community of corporate members the possibility of adding the following new consortia to CfBI’s portfolio: “Carbon Capture (working together to understand and grasp opportunities arising from the changing landscape); “Smart Grids” (seeking to facilitate interaction between new energy supply and demand players) “Flow Chemistry” (looking beyond batches for efficient manufacture) “Corporate Venturing” (Seeking an effective way for companies to explore risky opportunities) “Personalized Medicine” (understanding the dynamics of co-competition in companion diagnostics and personalized drug discovery, and ways to benefit from them) and “Regenerative Medicine” (from tissue on a chip to in vivo therapeutics). For the latest information on our consortia, members and processes please visit [www.cfbi.com](http://www.cfbi.com) or contact us on [ceo@cfbi.com](mailto:ceo@cfbi.com) ++ 44 1223 850173

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