

**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 accelerated learning, cost sharing, influencing regulators, designing and promoting best practises, training as well as business development by participating in the confidential, trusting environment of CfBI’s consortia. Come and join us!**

**Headlines**

- CfBI is launching a new consortium focussed on Technological Approaches to Medical Adherence (MA-1) to find solutions to one of the most expensive problems facing healthcare today;
- Social Media for Business Consortium (SMfB-1) has been hosted by Glaxo Smith-Kline; Tchibo; Airbus and B SkyB this year and will launch its 2<sup>nd</sup> annual cycle (SMfB-2) in January;
- Inclusive Design consortium (ID-2) has a new focus on transport and built environment as members seek to get ahead through design of user interfaces for the older consumer;
- Nano-Carbon-Enabled-Materials Consortium (NCEM-3) is expanding to cover the USA as well as Europe working with metal and polymer based carbon composites;
- Our Open Innovation meets Big Data Consortium (OI-4) is working with regulators and practitioners of the new paradigm of ‘trading insights from analytics’ to grasp new sources of competitive advantage;
- The Microfluidics Consortium (MF-5) will be hosted by Microsoft Research and the British Consulate in Boston in September with an Open Day for non-members to get to know us;
- CfBI is investigating potential new consortia including: Novel Applications of Printing, Networked Sensors, Assisted Living and Cyber-Security.

**Medical Adherence Consortium MA-1**

Poor medical adherence (also known as ‘medical compliance’) is recognised as one of the major challenges facing health care delivery in all countries of the world. The World Health Organisation has estimated adherence to chronic medication as being typically only 50%. More recent studies have demonstrated adherence rates as low as 25%.



The size and complexity of the medical adherence problem makes it ideal for a multi-lateral consortium approach. MA-1 will enable members to: identify and explore common themes and obstacles; (where appropriate) identify and disseminate best practice; and jointly remove some of the barriers inhibiting the use of technology to improve adherence and so health outcomes worldwide.

MA-1 consortium members will include pharmaceutical companies, medical device providers, systems integrators, healthcare information handlers, private and public healthcare purchasers and providers, and medical regulatory and standards setting bodies. The consortium will be led by its industrial members and will be international in scope – reflecting the geographical interest of the members. The consortium is due to launch at the end of 2014. Contact: [Jeremy.Holland@cfbi.com](mailto:Jeremy.Holland@cfbi.com)

### Nano Carbon Enhanced Materials NCEM-3

The NCEM consortium helps its members understand and grasp new business opportunities arising from recent findings in nano-carbon (particularly carbon nanotubes and graphene).

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 and leading manufacturing companies such as Bayer, SWeNT, Thomas Swan, Applied Graphene Materials & Graphenea. In 2013 NCEM members used the consortium as a vehicle to generate the idea for and win a 3.3M Euro EC FP7 project to manufacture ultraconductive lightweight nanocarbon-copper wires.



The consortium held its first meeting in the USA recently and will build on this to make its offering just as attractive to US based organisations as it is to those based in Europe. It is also building on its success with carbon-copper to explore carbon-polymer and other composite configurations as well as novel manufacturing techniques.

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*"I believe that consortia like this are a critical step towards bridging the gap between extraordinary science and products commercialization. We feel privileged 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

Contact: [Bojan.Boskovic@cfbi.com](mailto:Bojan.Boskovic@cfbi.com)

### Social Media for Business SMfB-1

Having worked on 'communities', 'metrics' and 'new applications' the Social Media for Business comes to Edinburgh on October 23/24

The pervasive use of social media platforms in big multi-nationals as part of internal communications is of strong interest. 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 is around the management of external stakeholders. Reputation is a key asset to be nurtured in any organisation, but so easily degraded in today's world of instant comment. The customer relationship is migrating into the world of social media and being on top of the opportunities in internal communication and the management of external relationships using social media is becoming increasingly important.

Members include: Airbus, American Express, BSKyB, Bosch & Siemens Hausgeraete, Beiersdorf, GSK, Scottish Enterprise and Tchibo, Recruitment for SMfB-2 will start in the autumn.

*"The Social Media for Business Consortium provides a great opportunity to network, expand knowledge and challenge ways of working, amongst like minded Brands and Industry experts. The collaborative environment developed by the consortium fuels an environment for learning that can add significant value to your Business, in a way that numerous conferences, or agency/vendor engagements fail to deliver."*

- Carl Barkey, Head of Social Media American Express, UK

Contact: [rob.morland@cfbi.com](mailto:rob.morland@cfbi.com)

### Open Innovation meets Big Data OI-4

OI4 is stretching the original Chesbrough model of Open Innovation to investigate and grasp an exciting new class of open innovation where the entity which is traded and embedded is a 'data rich asset'. Members have found that this can provide a compelling solutions to 'the last frontier of the Open Innovation problem' .. namely embedding inbound innovation into a company's existing products or services.



With applications covering: Healthcare, Smart Cities, Telecommunications, Satellite, Automotive, Energy, Agribusiness and Retail members of this consortium are finding significant advantages and new challenges as they apply this thinking.

At the heart of the approach is the thought that 'predictive analytics' applying a company's own data to its in-house needs is just the jumping off point for a radical new economy of 'digital innovation'. DG-Connect has asked the consortium to prepare a White Paper describing its hopes and fears for this new class of innovation.

The Consortium will meet in Germany in the early autumn. A new cycle OI-5 will start late in 2014.

*"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, The Netherlands

Contact: [peter.hewkin@cfbi.com](mailto:peter.hewkin@cfbi.com)

### Inclusive Design ID-2

Designing inclusively means delighting more customers and selling more product. As populations get older, this is not just a social requirement but also a major commercial business opportunity to gain advantage in a growing market. The paradigm is well understood in Japan but still underdeveloped in Europe and the USA.



To address this, the collaboration between CfBI and the Engineering Design Centre at the University of Cambridge delivered in the ID-1 consortium a training programme for designers, marketers and business strategists, insight and opportunities to benefit from this thinking. Leading companies such as Nestlé, Bosch, BBC, Roche and Royal Bank of Scotland grasped these opportunities and the programme has been expanded for the next consortium, ID-2 which brings together Proctor and Gamble, John Lewis, Stora Enso, Transport for London; Heathrow Airport and others. The consortium meets next in London in September.

The ID-2 team works closely with the European Commission and we hope that (following the example of NCEM-2) its members will be well positioned to bid for upcoming Horizon 2020 calls.

Contact [rob.morland@cfbi.com](mailto:rob.morland@cfbi.com)

## Microfluidics MF-5

CfBI's largest consortium continues to expand around the world as exciting new applications and enabling technologies for microfluidics (aka lab-on-a-chip) come to market. Engaging with leading stakeholders



including: UCSD, MIT, Biomerieux, EPFL Lausanne, Royal Society of Chemistry, Medicare and the European Commission, the consortium champions opportunities to grow the market for microfluidics enabled products and services and promotes platforms and standards.

Working with the Royal Society of Chemistry this year the MF5 consortium has also created a directory of microfluidics players worldwide and published whitepapers on 'Microfluidics Design for Manufacture' and 'Getting Started with Microfluidics'. Visit our public domain website at [www.microfluidicsinfo.com](http://www.microfluidicsinfo.com) for more.

The consortium is now truly global with members and activities in Europe USA and the Pacific Rim. In the coming year the MF5 consortium will visit Dalian, China (August 2 & 3); Boston, USA (September 22 & 23 with an open day for non-members) as well as diverse locations in Europe. OI-6 launches in October.

*"I really enjoyed the stay and learned a lot. My supervisors are very happy with what I learnt at the consortium."*

- David Xu Becton Dickinson, USA

*"Attending the MF consortium was a very interesting and fruitful experience to me."*

- Francois LeBlanc CEO Fluigent, France

Contact: [peter.hewkin@cfbi.com](mailto:peter.hewkin@cfbi.com)

## Coming Soon!

CfBI is currently "scoping" with our established community of corporate members the possibility of adding the following new consortia to CfBI's portfolio: "Novel Applications of Printing/Additive Manufacturing"; "Networked Diagnostics for Large Scale Infrastructure"; "Assisted Living" (Aligning stakeholder interests in the light of upcoming Horizon 2020 opportunities); "Regenerative Medicine" and "Cyber Security". 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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