

Summer Briefing 2011

- In its' third year, CfBI has ambitious plans to grow its consortia delivering "collaborative advantage" to the world's best companies;
- Microfluidics consortium initiates standards proposals. Manages study tour to Japan (US visit planned for 2012);
- Inclusive Design consortium helps top companies with iconic designs suited to changing consumer demography;
- Novel Applications of Printing consortium launched early 2011 to find economies of scale for new applications;
- Open Innovation Practitioners' consortium develops model to test corporate maturity in successfully applying OI;
- New consortia in Flow Chemistry and Regenerative Medicine planned for 2011.

Inclusive Design ID-1

ID-1 launched in May 2010 in Cambridge and has held meetings in Munich, Berlin and Basel, finishing up with a packed two-day meeting back in Cambridge at the end of March 2011. Members including the BBC, Roche, Nestlé, Bayer, M&S, Royal Bank of Scotland and Bosch Siemens Hausgeraete have been working together 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. The group is now planning its second year, which will take the form of an Expert Practitioners' Consortium, designated ID-10. A Steering Board is being set up to advise on programme content, which will be chaired by David Wiggins of Nestlé.

In parallel with ID-10, the high level of interest from leading companies who weren't able to join ID-1 has led to CfBI planning another ID 'starter' Consortium – ID-2 – which will begin in summer 2011.



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Open Innovation Practitioners OI-2

The corporate Open Innovation practitioners who formed this consortium elected to work together on: Co-innovation; Open Innovation beyond the First World; Eco-systems for Open Innovation; The role of social Media in Open Innovation as well as Internal Organisation for Open Innovation. They also created and tested on fellow members a "maturity model" for helping measure progress applying successfully applying Open Innovation across corporations. In 2010/11 the consortium has been hosted by: Nokia, Tetrapak, Lego, Friesland Campina, Airbus and Philips. A new cycle OI3 will begin in October 2011.

"The OI Consortium has provided a unique forum of experts with whom one can discuss key issues around innovation management, learn from the experience of peers across a variety of industries, establish extremely valuable networks for cross-company benchmark. The efficient way in which meetings are structured has allowed a very effective use of the face-to-face time, as well as great flexibility in steering the discussions according to the topics of interest that may emerge"

Claudio Marinelli - Nokia



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Novel Applications of Printing NAP1

This is CfBI's most recently launched consortium and is built on the vision that printing technology (analogue & digital) holds considerable promise to deliver novel product and process functionality - often simultaneously with reduced costs. The programme content includes but also reaches beyond traditional text & graphics to the dispensing of liquid products; to printing functional materials as part of a manufacturing process; and to integrating functionality into otherwise inert products. NAP1 meetings so far have discussed the advances in short run printing for packaging and the current changes in the analogue print market. In future meetings we'll be looking at sustainability options; latest advances in RFID; printed sensors; printed batteries; smart packaging; printing on food; food packaging; innovative coatings; and security printing. Members include: Global Retailer, Global Confectionary Company, European Soft Drinks Company, Global Inkjet Printing Company, Global Chemicals Company.



"We are keen to promote this approach to stimulating innovation in our supply chain" Gordon Henman – Marks and Spencer

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Microfluidics MF3

Now in its third year and with the mission to grow the market for microfluidic (aka "Lab on a Chip") enabled solutions in areas such as research, diagnostics, high throughput screening and sensing. The MF3 consortium brings together players from all along the value chain in a trusting, confidential environment to find win-wins, engage with industry influencers and do some deals along the way. Its new initiative to set standards for device interconnects as well as chip holders is designed to drive down costs to end users as well as to redress issues of industry fragmentation. The consortium has been hosted by: Sony, Philips, ST Microelectronics as well as Johnson and Johnson in 2011. It sent a study tour to Japan and will bring one of its meetings to the USA in 2012.



"Many thanks for all your efforts in planning and delivering a really exciting programme"
- Christian Holze BASF

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Coming Soon!

Working with its academic partners in Cambridge and beyond, CfBI is continually refining the processes which deliver member benefits within its consortia. These fall broadly into the following categories:

- Doing more with less - sharing the costs to be part of a larger programme
- Collaborative advantage – achieving more as part of a group than as an individual player
- Networking to find, choose and build relationships with relevant partners.

Behind the scenes CfBI's team are preparing new consortia on "Innovation and Healthcare", "Flow Chemistry" for launch in the autumn of 2011. We are also interested in discussions about "Green Radio", "Internet of Things" and "Regenerative Medicine".

For the latest information on our consortia, members and processes please visit www.cfbi.com or contact us on ceo@cfbi.com
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