

The Centre for Business Innovation is pleased to share with you our **New Year Briefing for 2011**

- **With members across 9 European countries, the uptake of CfBI ‘collaborative advantage’ consortium model by European blue-chips continues to accelerate;**
- **Open Innovation and Microfluidics consortia have each ‘rolled over’ into 2nd year with expanded membership and refreshed workplans set by their members;**
- **Inclusive Design consortium working on iconic designs with top companies;**
- **Novel Applications of Printing consortium to launch in February;**
- **Two additional new consortia planned for 2011.**

Microfluidics Consortium MF2

With the mission to grow the market for microfluidic enabled solutions in areas such as high throughput screening, point-of-care diagnostics, chemical synthesis and sensing, the MF2 consortium has been working on: standards/ interoperability, IP strategies and platform technologies. Meetings of the consortium have recently been hosted by SonyDADC in Salzburg and Philips in Eindhoven as well as co-locating with the industry uTAS conference in Groningen. A study tour to Japan is planned for 2011.



“I really enjoyed the meeting this week, the consortium looks to be finding its feet and some of the conversations that kicked off in the afternoon closed session began, in my opinion, to get to the root of the issues surrounding the technology, issues that the consortium ought to be addressing.” James Gwyer – Philips

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Inclusive Design ID-1

The ID-1 Consortium launched in May 2010 in Cambridge and has held meetings in Munich and Berlin, with the fourth meeting in Basel taking place in January. Members including the BBC, Roche, Nestlé, Bayer, M&S, RBS and Bosch & Siemens are 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. Members are looking to complete the first year with at least one ‘iconic’ new inclusive product design, and the group is already planning its second year. A 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 February/March 2011. Contact us if you’d like to learn more.



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Open Innovation Consortium OI-2

With 70% of OI1 members electing to join the second year programme OI2 and these being complemented by organisations like Tetra Pak, DSM, Solvay, University of Bristol, Citrix, Friesland Campina and the European Commission's Innovative Medicines Project, this is now CfBI's largest consortium. Members have elected to work 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. The consortium has meetings at Lego, Tetra Pak and Airbus planned for the spring.



"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 Contact: peter.hewkin@cfbi.com

Novel Applications of Printing NAP1

This new consortium 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. NAP1 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. We'll be looking at sustainability options; latest advances in RFID; printed sensors; printed batteries; smart packaging; printing on food, skin, glass & porcelain; innovative coatings; and security printing. Anchor members Unilever and Marks and Spencer are helping CfBI shape the agenda.



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

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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:

- Open Innovation and Healthcare
- Novel applications of sensors for launch in 2011