# OI Forum Meeting Spring 2022
Tuesday pm 29 & Wednesday 30 March 2022

Planned to take place face-to-face
at the Institute for Manufacturing, Cambridge
Optional hybrid participation via Zoom

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Department of Engineering

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Open Innovation Forum

# Agenda Overview – *Tuesday 29 & Wednesday 30 March 2022*

Tuesday 29 March (pm) – *Developing a Sector Roadmap for 2022-2030*
- Context – External Drivers & Market Trends
  - Insights from External Keynotes (drawing on Cambridge & ecosystem)
- Identifying Value Creation opportunities – Across the Value Chain
  - Members share perspectives based on short pre-work template
- ➔ Joining the Dots to Create Value
 - One-to-One Ideation 'Speed Dates' across Value Chain
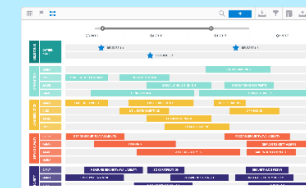
Tuesday 29 March (evening) – *Networking Dinner*
- Networking drinks and dinner, West Court Dining Room, Jesus College
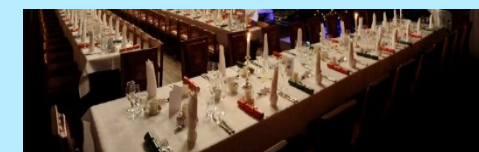
Wednesday 30 March (am) – *(Open) Innovation Practice*
- Communicating Top-Down Commitment to (Open) Innovation
  - Keynote – Costas Papaikonomou, The Grumpy Innovator
  - Group Discussion – Lessons from successes and 'other learnings'
- Developing & Deploying Skills for (Open) Innovation
  - Where are the gaps – Group Prioritisation
  - Lessons from IfM research – Letizia Mortara
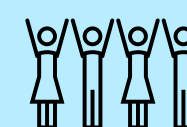
Wednesday 30 March (pm) – *The Solution side of the Roadmap*
- Technology Push Keynotes
  - What are the game-changing Technologies to watch out for
- Matching Capabilities to the Opportunities identified on Day 1
  - What should we be scouting?
- Wrap-up and Next Steps
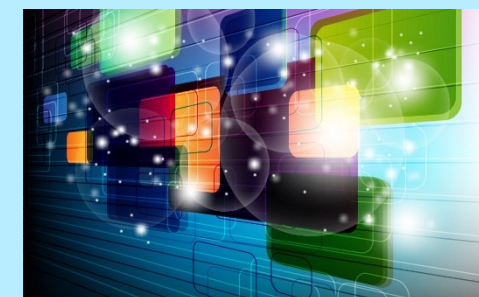
Tuesday 29 March Afternoon

Roadmap Context & Drivers ➔ Value Creation Opportunities

AGENDA – TUESDAY 29 MARCH AFTERNOON

Roadmap Context & Drivers ➔ Value Creation Opportunities

12:00 **F2F participants Arrival & Networking Lunch**

12:30 **'ZOOM Doors open'** feel free to arrive early to say 'Hello!'

12:45 **Start, Welcome** and **Introductions** – Dominic Oughton, IfM

13:00 **Context – External Drivers & Market Trends**
- **Insights from External Keynotes** See over for Speakers

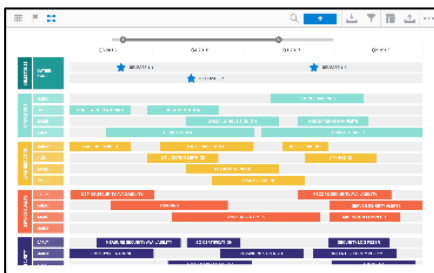15:00 **Identifying Value Creation opportunities – Across the Value Chain**
- **Members share perspectives** based on short pre-work template

16:00 **Joining the Dots to Create Value**
- **One-to-One Ideation 'Speed Dates' across Value Chain**
- **4 x 15mins discussions to ideate Value Creation Opportunities**

17:00 Wrap Up

17:15 Close

18:30 **Networking Drinks**

19:00 **Dinner** West Court Dining Room, Jesus College

Tuesday
29 March
Afternoon

Roadmap
Context &
Drivers ➜
Value Creation
Opportunities

KEYNOTE SPEAKERS – TUESDAY 29 MARCH AFTERNOON

- ***Driving Digital Trust***
  - **Mark Brown**, Global Managing Director Digital Trust, BSI
- ***Future Agri-Tech***
  - **Belinda Clarke**, Director, Agri-Tech East
- ***Delivering Sustainable Food***
  - **Simon Heppner**, Founder and Executive, Net Zero Now
- ***Consumer Trends to 2030***
  - **Mike Hughes**, Head of Research & Insights, FMCG Gurus
- ***Legal Frameworks for Global Food Security***
  - **Prof Cristiane Derani**, Cambridge Centre for Global Food Security
- ***Emerging Technology in Agricultural and Sustainability***
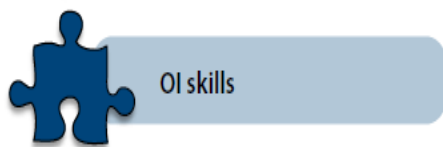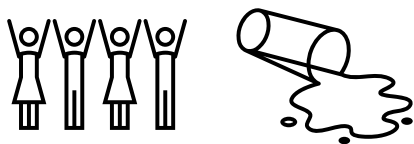 - **Natasha Santos**, Head of Global Stakeholder Affairs & Strategy Partnerships, Bayer AG
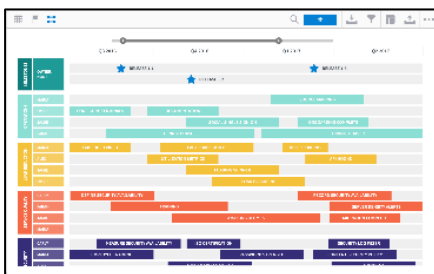
Note: Working titles subject to change

Wednesday
30 March
Morning

Open Innovation
Practice
Top-Down
Commitment &
OI Skills

OI skills

AGENDA – WEDNESDAY 30 MARCH MORNING

Open Innovation Practice: *Top-Down Commitment & OI Skills*

9:00 **F2F Arrival & Coffee**
9:15 **'ZOOM Doors open'** feel free to arrive early to say 'Hello!'
9:30 **Start, Welcome** and **Introductions** – Dominic Oughton, IfM
9:45 **Communicating Top-Down Commitment to (Open) Innovation**
- **Keynote – Costas Papaikonomou, Founder – Una Terra**
- **Group Discussion –** Lessons from successes and 'other learnings'

11:00 Break
11:15 **Developing & Deploying Skills for (Open) Innovation**
- **Where are the gaps** – Group Prioritisation
- **Lessons from IfM research** – Letizia Mortara
- **Breakout Discussions** – What do we need to fill priority gaps?

12:45 Lunch

Costas

Hi

Costas Papaikonomou
Founding partner at Una Terra,
sustainable venture studio

Co-Founder of Happen Group
Founded in 2007 and sold in 2019

Innovation (in)convenient truths

MISTAKING YOUR MAP OF THE CATEGORY FOR HOW THE REAL WORLD WORKS   MIS-ALIGNING THE BUSINESS OBJECTIVE AND INNOVATION OBJECTIVE   NOT FOLLOWING THROUGH ON WHAT MAKES GOOD IDEAS TRULY VIABLE   HOW TO SELL CREATIVE SERVICES PROFITABLY AND BUILD A BUSINESS FROM IT

AGENDA – WEDNESDAY 30 MARCH AFTERNOON

The Solution side of the Roadmap ➜ Technologies & Enablers

13:30 **Afternoon Agenda & Process** – Dominic Oughton, IfM

13:45 **Technology & Enabler Keynotes**

- **What are the game-changing Technologies to watch out for?**
- **See over for Speakers**

15:00 **What is emerging from research?**

- **Presentations from the Cambridge Centre for Global Food Security**
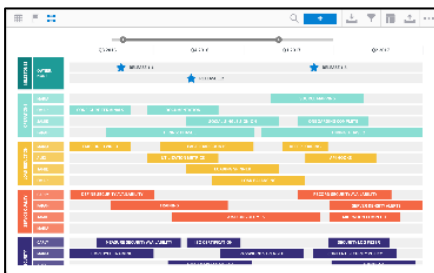
15:30 **Matching Capabilities to the Opportunities identified on Day 1**

- **Breakout Group Activity - What should we be scouting?**

16:30 **Feedback from Breakouts**

16:45 **Wrap-up and Next Steps**

17:00 Close

**Wednesday
30 March
Afternoon**

Roadmap

**Solutions ➔
Technologies &
Enablers**

KEYNOTE SPEAKERS – WEDNESDAY 30 MARCH AFTERNOON

- ***Big Data, AI & Machine Learning applied to Waste Management***
  - Biffa
- ***Coding, Tracking & Consumer Connection***
  - Domino
- ***Behavioural Science & HMI for Consumer Education & Behaviour Change***
  - Cambridge Consultants
- ***Automating Perception of Food & Drink***
  - Cambridge Consultants
- ***Shelf Life Extension***
  - Campden BRI
- ***Rapid Analysis for Quality & Safety***
  - Campden BRI
- ***Ensuring Provenance & Integrity***
  - Queen's University Belfast
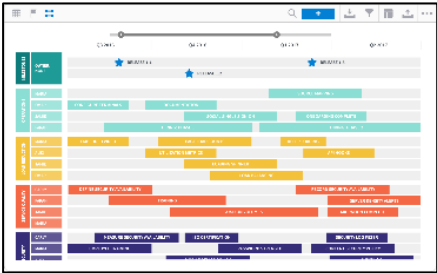
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More volunteers welcome!!!

Priorities for (Open) Innovation Practice

#	Priority (Open) Innovation Practice Areas	Votes
1	Developing and deploying Skills for OI	15
2	Communicating Top-Down Commitment to (Open) Innovation	10
3	Getting the right Physical Infrastructure for Innovation	10
4	Reward Systems to promote Collaborative Behaviour	9
5	Defining Output / Value Metrics for (Open) Innovation	8
6	Using Champions to promote OI Culture	6
7	Defining Input / Activity Metrics for (Open) Innovation	5
8	Integration of OI with other Technology Management tools	2
9	Developing a common vocabulary for (Open) Innovation	1
10	Regulative Motivation - Based on Plan Adherence & Metrics	0

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Priorities for the roadmap - External Drivers

#	External Drivers	Votes
1	Sustainability - Climate impact & resource efficiency	19
2	Focus on Health & Wellbeing (physical & mental)	15
3	Big Data, AI & machine learning	13
4	D2C, e-retail & delivery models	8
5	Energy & raw materials costs	7
6	Ethical sourcing & traceability / provenance	7
7	Labour / skills availability	6
8	International trade / supply chain disruptions	5
9	Social media & influencer culture	5
10	Food security (feeding 10 Billion)	3

Priorities for the roadmap - Market Trends

#	Food, Drink & FMCG sector Trends	Votes
1	Food Waste reduction	14
2	Gut health & microbiome	13
3	Plant-based & flexitarian diets	12
4	Food as a wellness category	10
5	Regulation (sugar-tax / advertising bans / etc)	8
6	Sensory & Social experience	8
7	Wider ingredient choice (fermented / fungi / insects / algae etc)	7
8	Vertical Farming / precision agriculture	5
9	Artisanal & ethnic & international	1
10	Home cooking & Instagramable food	1

Priorities for the roadmap - Value Creation Opportunities

#	Value Creation Opportunities	Votes
1	Sustainable packaging / plastics reduction / reusable / edible...	16
2	Digital connection of consumers to food / brand journey	11
3	Functional food for health & wellbeing	11
4	Healthy indulgence / enjoyment (zero / low / 'free' etc)	9
5	Personalisation / mass-customisation	9
6	D2C & delivery	6
7	Products for target demographics eg ageing population	6
8	Convenience (acquisition, preparation, consumption, disposal)	5
9	Intelligent / connected Home & 'Dark' kitchens	3
10	Net-zero / dual purpose products (taste good - do good)	3

Priorities for the roadmap - Capabilities & Enablers

#	Capabilities & Enablers	Votes
1	Big Data & Machine Learning / AI	15
2	Consumer Education & Behaviour Change	11
3	Labeling & consumer information (health, origin, carbon, allergens...)	9
4	Consumer / User-centric design & co-creation	8
5	Shelf life extension	7
6	3D printing & cell-based ingredients	6
7	Automation (from farm to factory to kitchen)	5
8	ID, tagging, IoT & Blockchain	5
9	Rapid analysis for quality & safety	5
10	Genome editing / Synthetic Biology	2

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