

Innovation for Resilience and Market Access

2 day interactive Lab, 26-27 November 2015, Madingley Hall, Cambridge

"Doing more with less can no longer be a short-term response to difficult economic conditions. It has to be an essential long-term business strategy. Businesses that recognise this new reality stand to prosper. Those that continue to live in denial will surely perish" Paul Polman, CEO, Unilever¹

Is it time to connect with like-minded leaders, and update your sustainability knowledge and skills?

University of Cambridge Institute for Sustainability Leadership Labs bring together professionals to test and challenge cutting-edge responses to global problems. Open to all our alumni and senior industry practitioners, Leadership Labs are an opportunity for professional development, co-creation and networking – all with real application to your company or organisational situation.

Organisational Outcomes

Join other senior professionals at this Lab to understand how your company can:

- develop creative, leading-edge responses to sustainability opportunities and challenges
- be more resilient; anticipating future resource constraints and disruptions
- access markets and contribute to social development at the 'base of the pyramid'
- satisfy growing demand for sustainable products or services

"Labs provide an opportunity to learn from and network with professional peers."

Michelle Witton, Senior Compliance Lawyer, Eurasian Natural Resources Corporation



Learn from Innovation Thought Leaders

The **Keynote Lecture** will be given by **Mike Barry**, Director Plan A, Marks & Spencer.

The Lab will feature interactive sessions and case studies by:

- **Professor Jaideep Prabhu**, Professor of Indian Business & Enterprise, Judge Business School
- **Dr Bernhard Dusch**, consultancy analyst and designer for IfM Education & Consultancy Services
- **Munish Datta**, Head of Plan A & FM Property, Marks & Spencer
- **Dax Lovegrove**, Director of Sustainability & Innovation, Kingfisher
- **Aleyn Smith-Gillespie**, Associate Director, Carbon Trust
- **Catherine Tilley**, Director, Executive and Graduate Education, CISL

¹ Source: Radjou, N and Prabhu, J. (2015), Frugal Innovation – How to do more with less, The Economist

Lab Focus

The Lab will draw on lessons from ‘frugal innovation’, which is most often associated with a developing world context. Broadening this theme you will explore the potential for innovation under self-imposed constraint which is seen in concepts such as the circular economy, resource decoupling, eco-efficiency, and ‘mainstream’ business strategies such as lean manufacturing.

Benefits of attending

Through participation, you will have opportunity to develop your knowledge and effectiveness as a sustainability leader, sharing and learning from others about being a change agent, and widening your network as you meet people from across CISL’s wide international network.

By attending you will:

- Experience a ‘deep dive’ into new tools for sustainable business, contributing to the ‘co-creation’ of sustainability solutions
- Design and develop a comprehensive action plan to implement sustainable change in your business
- Hear high profile academic & industry experts
- Hear and share your experiences with fellow participants
- Enhance your ability to act as an effective change agent by adding to your knowledge of appropriate levers for change
- Broaden your sustainability network



Madingley Hall, Cambridge, Lab Venue

"I have almost given up going to commercial sustainability conferences – the same people go to them, many of the sessions are very superficial, and because of competitive constraints/media presence it's often not possible to be really open about challenges and mistakes. In addition there are relatively few opportunities for the business world and academia to come together in a collaborative way. So I believe there's a real niche for these Sustainability Labs."
Elizabeth Wild, Social Responsibility Director, BP

Participant led Case Studies

To make the Lab truly beneficial, it has been designed to ensure that you will leave committed to taking action based on your learning. Prior to the Lab you will be invited to submit a short case study based on your own organisation. A small number of these cases will be chosen, based on their learning value to the wider group, to be the focus of the exercises undertaken during the Lab.

Further Information, Application and fees

Acceptance is by application and selection only. The Lab will be attended by a maximum of 30 participants. Applications will be reviewed on a rolling basis with places offered at regular intervals. Early application is advisable.

In order to facilitate attendance there are differential fees based on your sector with **discounts available for applicants from NGOs, the public sector, academia, self-funders and those based in developing countries.** See the website for details.

There are group discounts available for organisations sending multiple participants.

For further information, details of entry requirements, fees, how to apply and testimonials from previous Lab attendees please visit the website [here](#).