



Business Model Innovation
17–18 October, Madingley Hall, Cambridge

Use cutting-edge business model tools designed by the University of Cambridge to discover how to transform your business to deliver uncaptured and sustainable value.

Sustainability Leadership Laboratories (Labs)

CISL Labs bring together professionals to test and challenge cutting-edge responses to global problems. Open to all our alumni and senior industry practitioners, these two-day sustainability workshops held four times per year in Cambridge, are an opportunity for professional development, co-creation and networking – all with real application to your company or organisational situation.

The challenge

Companies that want to remain competitive and operate sustainably in an increasingly interconnected world need to be able to predict how their actions will affect the value they create. But in order to do this they need to be able to manage information from the complex network they operate in and do so through the lifecycle of their products. Identifying all the value flows within a network can reveal opportunities for innovation and improvement. The challenge is how to envisage and design the right future business model.

Business model innovation

Is your business getting the full benefit of the value you are creating for customers and other stakeholders?

Could your current business model be actively destroying value and, ultimately affecting the organisation's ability to capture value in the long run?

Answers to these questions will be explored at our forthcoming Lab on the theme of innovation, using three powerful innovation tools designed by the University of Cambridge. These tools are designed to help you gain new perspectives on forms of value, provide a structured approach to maximise value among stakeholders and equip you with an organised method for implementing sustainable change in a business.

Who should attend?

Those working in strategy, sustainability, R&D, sustainable design, innovation, new product development, business development, service innovation, start-up entrepreneurs, intrapreneurs, change managers, stakeholder engagement and community relations would benefit from attending the Lab.

Learn from industry experts and thought leaders

The workshop will be led by Commercial Director, Ian Bamford and Senior Research Associate, Dr Doroteya Vladimirova from the Institute for Manufacturing at the University of Cambridge, who will provide you with a deep dive into the application of these tools.

Confirmed speakers for this Lab include:

- Mark Adams, Managing Director, Vitsoe
- Ian Bamford, Commercial Director of the EPSRC Centre for Innovative Manufacturing in Industrial Sustainability, University of Cambridge
- Professor Steve Evans, Director of the EPSRC Centre for Innovative Manufacturing in Industrial Sustainability
- Ryan Gellert, General Manager—EMEA, Patagonia
- Carmel McQuaid, Head of Sustainable Business, Marks and Spencer
- Dr Doroteya Vladimirova, Senior Research Associate, Institute for Manufacturing, University of Cambridge.

Benefits of attending

This workshop will stretch your thinking through discussion with leading academics and practitioners, as well as active participation with case studies. Through participation, you will:

- gain new perspectives on value creation and capture
- analyse **and deliver sustainable value** across a product lifecycle
- identify opportunities for **implementing circular economy** solutions
- experience a structured approach to discovering failed value exchanges among stakeholders
- develop a new lens for **business model innovation**
- use an organised method for implementing **sustainability innovation**
- develop your ability to design your **sustainability strategy** and develop a comprehensive action plan to implement change in your business
- gain access to the CISL international network of **sustainability leaders**
- share and learn from others about being a change agent.

Participant-led case studies

Prior to the Lab you will be invited to submit a short case study based on your own organisation to be the focus of one of exercises undertaken during the Lab. A small number of these cases will be chosen, based on their learning value to the wider group.

Further information, application and fees

Acceptance is by application and selection only, and a maximum of 25 places will be on offer. Applications will be reviewed on a rolling basis with places offered at regular intervals.

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

There are group discounts available for organisations sending multiple participants, as well as individuals attending multiple Labs.

For further information, details of entry requirements, fees, how to apply and testimonials from previous Lab attendees please visit the website here:

www.cisl.cam.ac.uk/innovation-lab

"A great two-day course that surpassed my expectations, using practical tools to challenge the way we think about our own business and challenge how bold we are being in our approach and role in tackling the sustainability issues in our own supply chains."

Simon Davis, Agriculture and Sustainability Development Manager, NSF International