



UNIVERSITY OF
CAMBRIDGE

INSTITUTE FOR
SUSTAINABILITY LEADERSHIP

Innovation for Resilience and Market Access

14–15 May 2018, Madingley Hall, Cambridge

This two-day professional development programme will give you the opportunity to understand how your business can: become more resilient by acting in anticipation of future resource constraints, access new markets and/or contribute to social development.

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Sustainability Leadership Laboratories (Labs)

CISL's Labs bring together professionals to test and challenge cutting-edge responses to global problems. Open to all our alumni and other 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 opportunity: sustainable innovation

Today's fast changing and global context is introducing both challenges and opportunities for businesses. Innovation plays a crucial role in building resilience, ensuring competitiveness by maintaining or accessing new markets, and/or contributing to social development. Constraints are sometimes viewed as an impediment to innovation; however they can also serve as catalysts for creative solutions by incentivising action in anticipation of future resource supply constraints / disruptions, or changing customer needs / expectations.

Learning experience

Practical sessions will give participants an understanding of how sustainability can be a driver for and be embedded within the innovation process. In addition, there will be the opportunity to co-create sustainable solutions using problem solving techniques and innovative learning approaches.

Who should attend?

This Lab will be especially beneficial to those working in strategy, sustainability, innovation, R&D, new product development, business development, service innovation, start-up entrepreneurs, intrapreneurs and change managers.

Benefits of attending

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

- benefit from an awareness of its wider operating context
- improve resilience, access new markets or contribute to social development

- realise the benefits of proactively undertaking innovation under constraints
- learn from case studies showcasing sustainable innovations
- identify opportunities to reshape existing operations
- recognise how constrained innovation can lead to expansion into new markets, while improving resilience
- seize opportunities to unlock competitor advantage
- grasp innovations that lead to sustainable growth.

Learn from industry experts and thought leaders

The Lab will feature interactive sessions and case studies. Speakers at this event include:

- Mike Barry, Director of Sustainable Business, Marks & Spencer
- Dr Bernhard Dusch, Professor, Stuttgart Media University for Applied Sciences
- Jon Khoo, Innovation Partner, Interface Inc
- Dr Greg Lavery, Founder, Rype Office
- Professor Jaideep Prabhu, Professor of Indian Business & Enterprise, Judge Business School
- Aleya Smith-Gillespie, Associate Director, The Carbon Trust

Further information, application and fees

Acceptance is by application and selection only. 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

'This Lab built well on the previous Lab that I completed, and has really given me much food for thought and ideas for action.'

John Isherwood,
Head of Sustainability, Pret A Manger