



Open Innovation Forum in the Food and FMCG Value Chain

Established in October 2010, the Open Innovation Forum (OI) is a structured programme where members share best practice, explore 'hot topics' along the food and FMCG Value Stream and participate in optional, accelerated Open Innovation (OI) collaborations. The Forum was created to offer a programme of structured support and opportunity for companies from all stages of the Food and FMCG value chain

Background

Open innovation is a paradigm that assumes that firms can and should use both internal and external 'ideas' and 'paths' to market, as the companies look to advance their technology. In a world of widely distributed knowledge, companies cannot afford to rely entirely on their own research, but should work collaboratively with others.

The OI Forum benefits all members, regardless of their position in the value chain, from ingredients and packaging, through brand-owner, manufacturing and the final link: retail.

In times when the global business environment is becoming ever more complex and uncertainty in the global marketplace has given rise to a fundamental change in organisational innovation strategy; the OI Forum has continued to attract leading brand names.



Image: <http://www.ifm.eng.cam.ac.uk/services/oiforum/members/>

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How does it work?

The membership group gathers together 3 times a year to attend workshops, an opportunity for members to engage and share experiences with other organisations along the FMCG supply chain. These workshops are hosted by members, with a typical agenda to include an organised plant tour, time to discuss self-evaluation of current open innovation practice and exploration into FMCG 'hot topics'. Networking and engagement between workshops enables continued sharing of experiences and optional initiation of spin off projects between the group in order to further benefit their businesses.

Key to the success of the Forum is the OI Practice Self-Assessment model which allows individuals and companies alike to assess the maturity of their current OI practice. The model also allows respondents to identify which facets of OI practice are most important to their own context and which are most challenging to achieve.

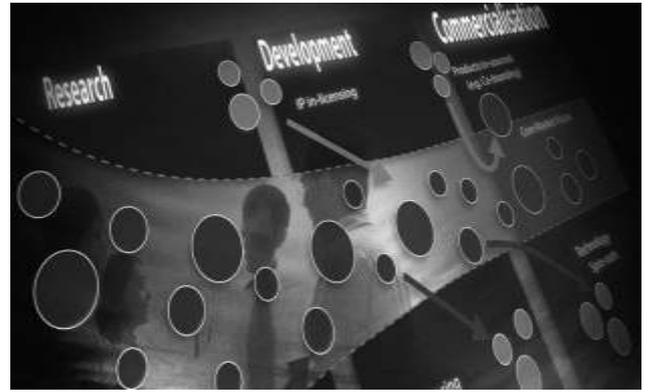


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Benefits and Impact

The Forum offers the opportunity to learn from experienced practitioners whilst networking with other members of the Food and FMCG business community. Understand strengths and weaknesses related to the business and develop insights into OI opportunities in FMCG. Receive exclusive access to the OI annual report, links with past and ongoing IfM research and the opportunity for real spin off OI collaborations.

Information:

<http://www.ifm.eng.cam.ac.uk/services/oiforum/>



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