


PRESENTS:

25 & 26 March 2009, Barcelona, Spain

# Breakthrough Innovation <sup>2009</sup>



*Connect with innovation leaders to jump to the next level by incorporating consumer insights, embracing green innovation and exploiting social networks in an open and collaborative environment.*

 Connect, learn, benchmark and network with leading innovators

 Treat yourself to our VIP pass!

 Ask for our EXCLUSIVE offer!

 Experience Barcelona city during our Social Networking Activities

 Test & play with the new **BLACKBERRY** from RESEARCH IN MOTION

In collaboration with:

**ATKEARNEY**



**inogate**  
www.inogate.com

**Arthur D Little**

**apieceofpie**

25 & 26 March 2009, Barcelona, Spain

# Breakthrough Innovation 2009



Confirmed experts from leading innovative companies:

From last years  
**Healthiest Brand in America!**



**Jeff Grogg**  
Head of R&D  
for Kashi,  
Bear Naked and  
Kellogg Health  
and Wellness  
**KELLOGG USA**



**Kai Engel**  
Partner  
**AT KEARNEY**



**Larry Bensadon**  
Global Strategic  
Director  
**RESEARCH IN  
MOTION**



**David Soulsby**  
Global head of  
Product  
Development  
& Innovation  
**TNS GLOBAL**



**Isabel Aguilera**  
President Spain  
& Portugal  
**GE**



**Guido H. Petit**  
Director of  
Alcatel Lucent  
Technical  
Academy  
**ALCATEL-  
LUCENT**



**Ingo Wuggetzer**  
Vice President  
Cabin  
Innovation  
& Design  
**AIRBUS**



**Mats Sundgren**  
Principal  
Scientist,  
Global Clinical  
Development  
**ASTRAZENECA  
R&D**



**Simone Arizzi**  
EMEA  
Innovation  
Director  
**DUPONT DE  
NEMOURS**



**Joshua Hubbert**  
Manager  
**AT KEARNEY**



**Joachim von  
Heimburg**  
Director of  
Corporate R&D,  
Innovation and  
Knowledge



**Jeremy Myerson**  
Director of  
Innovation RCA  
**ROYAL COLLEGE  
OF ART**



**Graham Cross**  
Collaborative  
Innovation  
Director  
**UNILEVER**



**Paulo Janeiro**  
CEO  
**INOGATE**



**Robert Molina**  
Deputy Director,  
Strategy and  
Business  
Development  
**BOEING**



**Martin Curley**  
Global Director  
of IT Innovation  
**INTEL**



**Fred Voorhorst**  
Former Head  
Innovation  
& Project  
Management  
**HUGO BOSS**



**Frederik van Oene**  
Director  
**ARTHUR D.  
LITTLE**



**Mauro Porcini**  
Head of  
Global Design  
Consumer &  
Office Business  
**3M**



**Ann Matthews**  
Innovation Lead  
**BT**

OBTAIN NEW INSIGHTS DURING PLENARY AND BREAKOUT SESSIONS ON THE FOLLOWING:

- ✿ Addressing the challenges of innovating in the current economy
- ✿ Overcoming the fear of failing and stimulating innovative thinking
- ✿ Green innovation – trend or real tendency?
- ✿ Transforming unarticulated and unmet consumer needs into concrete, innovative solutions
- ✿ Sustaining a truly open collaboration to increase innovation growth
- ✿ Discovering the next big idea through social networks

Don't miss Your Talking Circles for further debates and brainstorming!



25 & 26 March 2009, Barcelona, Spain

# Breakthrough Innovation 2009

## DAY 1, 25th March 2009

08:15 CONNECTING WELCOME & OPENING

ICE BREAKING SPEED NETWORKING - GETTING TO KNOW EACH OTHER

08:30 OPENING REMARKS FROM THE CHAIRPERSON

Kai Engel, Partner, AT KEARNEY

### Plenary Sessions

08:45 OPENING PRESENTATION

ADDRESSING THE CHALLENGES OF INNOVATING IN THE CURRENT ECONOMY

- > Exploring the challenges and opportunities facing innovation in a rapidly changing global market
- > Innovating your business model to cut costs and exceed customer expectations
- > Successfully delivering breakthrough innovation with a reduced budget
- > Uncovering creative solutions to truly innovate in an economic downturn
- > Translating ground breaking ideas into the next big thing of the new economy

Jeff Grogg, Head of R&D for Kashi, Bear Naked and Kellogg Health and Wellness  
KELLOGG USA

09:30 KEYNOTE CASE STUDY

RIM - A STORY OF INNOVATION Session outline TBA  
Larry Bensadon, Global Strategic Director, RESEARCH IN MOTION

10:15 PARTNER'S SESSION

ARE YOU TOO DEMOCRATIC?: How focusing on future influential consumers will reduce the risk of killing potential breakthrough innovation

- > Exploring current innovation trends
- > How to identify the future influential consumers in your category...
- > ...and why early adopters are not as valuable as you may think
- > Using these consumers to create a balanced innovation portfolio
- > Examples from a range of categories including technology and FMCG

David Soulsby, Global Head of Product Development & Innovation, TNS GLOBAL

11:00 CONNECTING BREAK

11:30 KEYNOTE CASE STUDY

GE'S "ECOIMAGINATION" INITIATIVE

During this presentation, Isabel Aguilera will share GE's global approach to greener products through their ecoimagination initiative and how it has positively impacted GE's bottom line for all its green products

Isabel Aguilera, President Spain & Portugal, GE

12:15 PARALLEL SESSIONS

**STREAM 1 INNOVATION CULTURE & LEADERSHIP**

SPARKING INNOVATION WITHIN YOUR ORGANISATION

- > Fostering a culture of innovation to drive true passion for innovation
- > Overcoming the fear of failing and stimulating innovative thinking
- > Making innovation part of your company DNA
- > Utilising open approaches to generate new innovative ideas

Guido H. Petit,  
Director Alcatel-Lucent  
Technical Academy  
ALCATEL-LUCENT

**STREAM 2 END-USER DRIVEN INNOVATION**

APPLYING CONSUMER DRIVEN INNOVATION FOR SUCCESSFUL AIRCRAFT CABINS

- > Setting trend scouting and scenario development as a basis
- > Executing intensive passenger, airline and competition research throughout the innovation process
- > Defining functional product descriptions based on market requirements
- > Delivering tailor made products developed with the best partners to meet consumer needs

Ingo Wuggetzer, Vice President  
Cabin Innovation & Design, AIRBUS

13:00 TALKING CIRCLES - YOU TALK

**STREAM 1 INNOVATION CULTURE & LEADERSHIP**

No PowerPoint, no videos, just YOU sharing your ideas and challenges with your peers, in small groups, about innovation culture & leadership!

**STREAM 2 END-USER DRIVEN INNOVATION**

No PowerPoint, no videos, just YOU sharing your ideas and challenges with your peers, in small groups, about end-user driven innovation!

13:30 CONNECTING LUNCH

### Plenary Sessions

14:30 KEYNOTE CASE STUDY

THE CURRENT MODEL DOESN'T WORK: TOWARDS A NEW LOGIC & APPROACH FOR MANAGING INNOVATION IN PHARMACEUTICAL R&D

- > Trends, changes & reflections from the golden years in life science innovation
- > The urgent need of a new logic - moving towards an open innovation model
- > The (forgotten) precursor of innovation - organisational creativity in pharmaceutical R&D
- > Example from key drivers & research findings from AstraZeneca for leading innovation into the R&D pipeline
- > New leadership model for innovation in pharmaceutical R&D

Mats Sundgren, Principal Scientist, Global Clinical Development  
ASTRAZENECA R&D

15:15 KEYNOTE CASE STUDY

INNOVATION IN RENEWABLE ENERGY AND MATERIALS AT DUPONT

The convergence of increasing population, high growth in emerging economies and finiteness of resources are changing the meaning of Sustainability for the chemical industry, such that going forward this concept is bound to increasingly affect the entire way of how we do business in the 21st Century. The challenges posed by the dynamics above are also opportunities for driving innovations to solve some of the world's largest problems, particularly in the area of renewable energy and materials which are currently pursued at DuPont. Drawing from specific examples in the areas of photovoltaics and applied biosciences we highlight the complexities and rewards faced when driving innovation in these domains, our experience in addressing them and the prospects for the future.

Simone Arizzi, EMEA Innovation Director, DUPONT DE NEMOURS

16:00 CONNECTING BREAK

16:30 PARTNER'S SESSION

ENSURING INNOVATION SPENDING EFFECTIVENESS BY PUTTING INNOVATION STRATEGY FIRST

The most important tool for ensuring innovation spending effectiveness is formulation and implementation of a solid innovation strategy.

- > Identifying the key components of an innovative strategy
- > Fostering a strategic conversation between top-management and innovation teams
- > Translating strategic results into effectiveness and efficiency-increasing measures
- > Balancing short-term financial imperatives with long-term growth goals using an innovation strategy

Joshua Hubbert, Manager, AT KEARNEY

17:15 INTERACTIVE CROSS-INDUSTRY SHARING SESSION

During this sharing session, the audience will be divided into small industry focused groups to discuss the current innovation focus and the next priority within their sector. At the end of each group's interaction and discussion, the spokesperson of each group will present their next big idea to jump to the next level.

Session guided and facilitated by Joachim von Heimburg,  
Director of Corporate R&D, Innovation and Knowledge, PROCTER & GAMBLE

18:30 CLOSING REMARKS FROM THE CHAIRPERSON

20:00 CONNECTING DINNER, FUN & SOCIAL NETWORKING

25 & 26 March 2009, Barcelona, Spain

# Breakthrough Innovation 2009

## DAY 2, 26th March 2009

08:30 OPENING REMARKS FROM THE CHAIRPERSON

Frederik van Oene, Director, ARTHUR D. LITTLE

### Plenary Sessions

08:45 KEYNOTE CASE STUDY

#### DISCOVERING THE NEXT BIG IDEA THROUGH EVIDENCE-BASED DESIGN

- > Using the people-centred methods of evidence-based design to innovate
- > Developing an evidence base to enable product development teams to be creative
- > How *extreme users* can be creative partners in the innovation process
- > Creating a seamless link between rapid ethnography and targeted design
- > Case studies from Innovation RCA collaborations with global business

Jeremy Myerson, Director of Innovation RCA, ROYAL COLLEGE OF ART

09:30 PARTNER'S SESSION

#### EVERYBODY WANTS SOMETHING – THE POWER OF ME AND WE AS INNOVATION DRIVERS

- > Comprehending innovation as a sum of N personal and group dynamics
- > Moving from *managers'-driven innovation* towards *everyone's-driven innovation*, because everybody wants/needs quality ideas
- > Promoting innovation as a result of focused collaboration involving collective intelligence, collective decision making and expertise location
- > Envisioning how to apply the most successful collaborative tools and methodologies to simplify innovation, making it real

Paulo Janeiro, CEO, INOGATE

10:15 KEYNOTE CASE STUDY

#### SUSTAINING A TRULY OPEN COLLABORATION TO INCREASE INNOVATION GROWTH

- > Inviting and involving external partners on key innovation projects
- > Opting for a collaborative approach to innovation to provide the energy and emotional support that new ideas need in their very early stages
- > Leveraging collaboration and co-creation for sustainable value creation
- > Utilising open innovation to find ideas with external sources and networks versus solely to find technical solutions

Graham Cross, Collaborative Innovation Director, UNILEVER

11:00 CONNECTING BREAK

11:30 KEYNOTE CASE STUDY

#### HARNESSING INNOVATION THROUGH SOCIAL NETWORKS

- > How building relationships harnesses innovation
- > Implementing key social and technological infrastructure to create an ongoing innovation advantage
- > Investing in Web 2.0 tools to accelerate innovation

Ann Matthews, Innovation Lead, BT

12:15 PARALLEL SESSIONS

#### STREAM 1 GREEN INNOVATION

##### GREEN INNOVATION – TREND OR REAL TENDENCY

- > Assessing the real drivers of green innovation
- > Investigating how green innovation contributes to product success
- > Investing in green innovation market studies to evaluate consumers behaviour towards green products

#### STREAM 2 INNOVATING THROUGH SOCIAL NETWORKING

##### INTEGRATING CONSUMER INSIGHTS IN PRODUCT DEVELOPMENT THROUGH SOCIAL NETWORKS

- > Shifting the mind set from *telling and selling* to building relationships to co-create products and services with consumers
- > Creating integrated platforms where brands and consumers meet
- > Are the consumers prepared to

- > Benchmarking your green Innovation strategy – creating fully green or light green products for optimum return

Robert Molina  
Deputy Director, Strategy and Business Development,  
BOEING

provide useful input for product innovations through social networks?

- > Utilising Web 2.0 tools to maximise consumers' feedback

Martin Curley,  
Global Director of IT Innovation  
INTEL

13:00 TALKING CIRCLES - YOU TALK

#### STREAM 1 GREEN INNOVATION

No PowerPoint, no videos, just YOU sharing your ideas and challenges with your peers, in small groups, about green innovation!

#### STREAM 2 INNOVATING THROUGH SOCIAL NETWORKING

No PowerPoint, no videos, just YOU sharing your ideas and challenges with your peers, in small groups, around innovation social networking!

13:30 CONNECTING LUNCH

### Plenary Sessions

14:30 KEYNOTE CASE STUDY

#### INNOVATION IN SUPPORT OF CREATIVITY

- > Driving innovation ground-up; tapping into the creativity of employees facing the challenges of everyday work
- > Balancing the executing of ideas and time pressure of daily business
- > Experimenting to learn as well as learning to experiment; how to ensure innovation efforts are success stories
- > Building (internal and external) networks to create the optimal environment for innovations to break through

Fred Voorhorst, Former Head Innovation & Project Management, HUGO BOSS

15:15 KEYNOTE CASE STUDY

#### MAINTAINING AND ADAPTING A CULTURE OF INNOVATION WITHIN A CORPORATION

- > Defining the innovation culture at 3M
- > Profiling the characteristics of an innovator
- > Investigating strategies and challenges to build and sustain an innovative culture
- > Integrating into an established culture a new innovation culture driven by design

Mauro Porcini, Head of Global Design Consumer & Office Business, 3M

16:00 CONNECTING BREAK

16:30 PARTNER'S SESSION

#### MANAGING RADICAL INNOVATION THROUGH THE DOWNTURN

- > Identifying unique management strategies for Radical Innovation
- > Radically Innovating through a downturn: tips and techniques
- > Analysing client case studies

Frederik van Oene, Director, ARTHUR D. LITTLE

17:15 INTERACTIVE DISCUSSION – PANEL & DEBATE

#### PREDICTING FUTURE INNOVATION TRENDS - LOOKING TO 2020

- > What new trends will there be between now and then?
- > Will new product developments and technologies in the next few years still be marketable and relevant in 2020?
- > Green innovation - Growing competitive edge or just a trendy phase?

##### PANELLISTS:

Jeff Grogg, Head of R&D for Kashi, Bear Naked and Kellogg Health and Wellness KELLOGG USA  
Ann Matthews, Innovation Lead, BT

18:15 CLOSING REMARKS FROM THE CHAIRPERSON AND FROM CONNECTING GROUP