

Highlights from the DIF November 2015

The Disruptive Innovation festival is a three week-long open access online event that gives anybody interested in the coming economic world exclusive access to a variety of talks, conferences and debates. This year, the festival took place between 2–20 November 2015.

This webinar explores a variety of key themes to include: Economic Systems, Business Models, Education, Enabling Technology, People & Society and Sharing Economy. This is the only event of its kind that we have come across this year that asks the imperative questions; The economy is changing, what do I need to know, experience and do?

Here are some of the festival highlights:

The Collaborative Economy

Robin Chase, Co-Founder of Zipcar, headlined the DIF in November sharing advice and experience about the changing economy and how working together towards a collaborative economy can help businesses and individuals to continue to grow and flourish within it.

Follow link for full write up and to view the talk:

[PDF Robin Chase](#)

<https://www.thinkdif.co/headliners/headline-act-the-collaborative-economy>

Open Innovation Strategies

How do large companies harness the creativity of stakeholders from outside their organisation to spur innovation? Colin Webster hosted a roundtable discussion which explored how large multi-national organisations continue to innovate and reinvent themselves in dynamic and fast moving environments in order to achieve competitive advantage.

- **Unilever:** Jeremy Bassett, talked about the importance of open innovation, stating that 'Open innovation has been important to Unilever for a long time'. He elaborated by describing the partnerships through which Unilever was former and emphasised that these partnerships remain integrally important today. Jeremy shared his view that 'so much more is being developed on the outside of our organisation and outside of our traditional partners than within', commenting that, 'we see that start-ups are pioneering the future of marketing and many areas of the way that we live, so we've seen that we need to be partnering with the pioneers if we want to also pioneer in the future'. He continued to explain that, through Unilever's Ideas

Foundry, they are now enabling and facilitating that partnership to take place. The Foundry is a compelling crowd sourcing approach to developing the next big idea; a 'Pitch Pilot Partner Process' in which anybody in the world can participate in!

- **Philips:** Kors van Wyngaarden explained that whilst Philips has a long history of innovation, with the speed in which things are moving these days we can't all continue to go it alone. He states, "I don't think we can pretend to be the only ones that can innovate. I think the best ideas are a combination of people internal and external to your organisation'. He then went on to explain how Philips' uses Hackathon events to develop digital healthcare platforms, "An open API that allows people to develop how and what they want – if something's good we want it to be available to all people, and that won't necessarily be invented by us but that doesn't matter'.
- **Cisco:** Tom Kneen explored how Cisco uses the British Innovation Gateway and IDEALondon to leverage the creativity and dynamism of a small start up in order to spur innovation across the wider business. He explained that Cisco is 'open to working with a range of start-ups and that the way we view things is that we can't do this alone'. He continued to explain that 'Our customer's are demanding more solutions to problems much faster and typically we have the platform technology but will the partners that can drop the solutions on to our platform technology and which we can then use to deliver a joint solution to our customer.

(<https://www.thinkdif.co/emf-stage/open-innovation-strategies>)

Closing Remarks

Ellen MacArthur, founder of the Ellen MacArthur Foundation, closed the Grand Finale by sharing her thoughts on some of the more than 200 online, physical and interactive sessions that had taken place over the course of the DIF 2015. You can check out the video here (<https://www.thinkdif.co/news/dif-2015-ellen-macarthur-closing-words>)