



University of  
Nottingham

UK | CHINA | MALAYSIA

Haydn Green Institute  
for Innovation and  
Entrepreneurship

# Ingenuity18

## Ideas Summit

24-25 February 2018

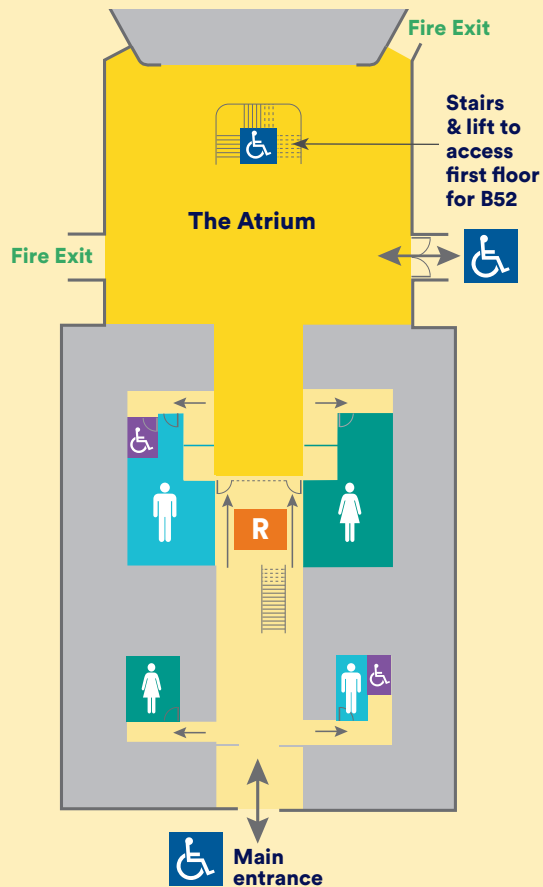
Programme of Events

# Location Map

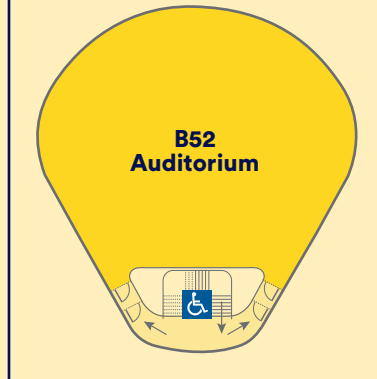
# Welcome

## Business School South

**Ground Floor**  
Entrance, Registration & Atrium



**First Floor**  
**B52 Auditorium**  
(The remainder of this floor is not being used for this event)



- R Registration area
- Key event spaces
- ♂ Men's toilets
- ♀ Women's toilets
- ♿ Accessible toilet
- ♿ Accessible entrance / lift
- Other rooms (not being used)



## Welcome to Ingenuity18 and the Ideas Summit.

This year we aim to not only develop your ideas, but help you grow as a creative and innovative individual. We believe that an understanding of your unique abilities and talents is vital in identifying problems worth solving; and then creating solutions that produce sustainable and impactful ventures.

This weekend you will listen to world-class thought leaders who will offer ideas that we hope will change the way that you perceive the world around you. The weekend will feature **Keynote Sessions** from industry leaders through to social activists. **Ingenuity Live** sessions will offer you the chance to create actual solutions for organisations, helping to create lasting change in areas such as human trafficking and sustainability. There will be shorter **Ideas Sessions** presenting greater insight into creativity and innovation, as well as alternative views on how we work, live and relate to one another. And finally, the **Intuition Workshop** will take you on an experiential outdoor journey, exploring how to unlock your inner talents and potential.

*We hope you find this weekend engaging, thought provoking, and that it changes how you perceive, engage and look to #FixTheWorld.*

**Steve Chapman**  
Event Director & Head of the Ingenuity Lab

IN ASSOCIATION WITH:



# Saturday Timetable

Time	Session Details	Location
9am	<b>Registration</b>	Reception
10am	<b>Opening Keynote Session</b>	
	<b>Perceptions on Innovation</b> Ian Filby   CEO, DFS	B52
11am	<b>Ingenuity Live</b>	
	<b>Introduction to British Geological Survey (BGS)</b>	B52
11.30am	<b>Ingenuity Live: BGS</b>	Atrium
	<b>Rolling lunch (lunch bags available from 12pm)</b>	
1.30pm	<b>Keynote Session</b>	
	<b>Civic Brands</b> Victoria Buchanan   Strategic Researcher, The Future Laboratory	B52
2.30pm	<b>Ideas Sessions</b>	
	<b>Overcoming the Barriers to Innovation</b> Prof Simon Mosey   Director of HGI, the University of Nottingham (UoN)	B52
3pm	<b>Why Be Ethical?</b> Dr Alex Trautrimis   Unchained Supply Project Lead, Rights Lab, UoN	Atrium
3.30pm	<b>Refreshments (10 mins)</b>	
	<b>Ideas Sessions (continued)</b>	
	<b>Entrepreneurial Creativity for All</b> Dr Chris Carter   Assistant Professor in Entrepreneurship & Innovation, UoN	Atrium
4pm	<b>Nature, Culture &amp; Entrepreneurship</b> Dr Deborah Benham   UK Coordinator, 8 Shields Institute	B52
4.30pm	<b>Keynote Session</b>	
	<b>Female Futures</b> Victoria Buchanan   Strategic Researcher, The Future Laboratory	B52
5.30pm	<b>Close</b>	

# Saturday Sessions

## Keynote Session

### Perceptions on Innovation

#### Ian Filby CEO, DFS

Since taking the helm at DFS in 2010, Ian has become renowned for bringing a fresh approach to the market-leading sofa manufacturer and retailer. He has 35 years of retail experience, primarily at Alliance Boots, where two notable roles include Retail Brand Development Director and Trading Director. Ian has an MA (Hons) in Chemistry from Cambridge University.



**Perceptions on Innovation** will explore how we can achieve physical, spiritual and emotional well-being, and the importance of maintaining this during your ventures as an innovator.

## Ingenuity Live

### British Geological Survey (BGS)

This session will be run by Professor Katherine Royse, who is the Science Director of GeoAnalytics and Modelling at BGS. Her research focuses on the development of novel methods and techniques to gain added-value from BGS's data holdings. Her approach allows BGS to produce models that explain, explore and predict the Earth's response to natural or human induced environmental change.

**BGS: Ingenuity Live** will be a collaborative, hands-on activity related to how the British Geological Survey can adapt and respond to the needs and challenges of the 21st Century.



# Saturday Sessions

## Keynote Session

### Civic Brands

#### Victoria Buchanan Strategic Researcher, The Future Laboratory

Victoria specialises in future thinking and consumer research, helping brands to be more prepared for the future by giving them the tools to take the decisions today that will create economic, environmental and social growth tomorrow. She has written for publications and advised brands such as Chanel, Sony, L'Oreal and BMW as well as regularly contributing to industry panel discussions.



**Civic brands** will look at how innovators and brands can work as a force for social change, and how the future of technology, philanthropy and welfare systems will respond.

## Ideas Session

### Overcoming the Barriers to Innovation

#### Professor Simon Mosey Director, the Haydn Green Institute for Innovation and Entrepreneurship, the University of Nottingham

Simon is a Professor of Entrepreneurship and Innovation. As well as his work as Director of HGI, he is editor of the Journal of Technology Transfer, co-author of *Ingenuity* and *Ingenuity in Practice*. Simon has published his research within leading academic journals and periodicals, including the Washington Post and the Financial Times.



**Overcoming the barriers to innovation** will demonstrate how anyone within an organisation of any size can innovate and lead change. In unpicking the term, it will become clear how accessible 'innovation' is.

# Saturday Sessions

## Ideas Session

### Why Be Ethical?

#### Dr Alex Trautrim Unchained Supply Project Lead, Rights Lab, the University of Nottingham

Alex's role at the Rights Lab focuses on developing knowledge that helps to detect modern slavery in supply chains, to understand how supply chain design impacts the occurrence of modern slavery, and the diffusion of good labour practices. His research is supported by the British Academy and is endorsed by the UK's Independent Anti-Slavery Commissioner.



**Why be ethical?** is a provocative analysis of how we can move beyond the cost model of ethical practice. It will explore which sectors have the budget to be ethical, and why the financial cost of ethics should not be a barrier.

## Ideas Session

### Entrepreneurial Creativity for All

#### Dr Chris Carter Assistant Professor in Entrepreneurship and Innovation, the University of Nottingham

Chris' academic expertise bridges the gap between psychology, computer science, and entrepreneurship and innovation. His interest lies in how individuals, and in particular entrepreneurs, engage in innovative and creative processes within the technological and socio-cultural structures of digital platforms, such as social media and online enterprise networks.



**Entrepreneurial creativity for all** is an introduction of how to think creatively in business and research. No longer a trait reserved for special 'others', creativity is a skill that can be learned and developed.

# Saturday Sessions

## Ideas Session

### Nature, Culture & Entrepreneurship

#### Dr Deborah Benham

UK Coordinator | 8 Shields Institute

Deborah is a leading figure in deep nature connection, culture repair and design for sustainability; with a particular interest in the role of organisations and social enterprise in creating a sustainable future. As UK Coordinator for 8 Shields Institute, Deborah is part of a global movement of outdoor leaders and community builders providing training and mentoring.



**Nature, culture and entrepreneurship** draws on the learnings of 8 Shields to showcase how organisations, communities and individuals can create health, connection and resilience.

## Keynote Session

### Female Futures

#### Victoria Buchanan

Strategic Researcher, The Future Laboratory

See page 6 for full bio.

**Female futures** will unpick the new 'codes of entrepreneurship' which are being led by Generation Z. It will provide insights into how we can leave the echo chamber, and make the changes that can move us closer to gender equality.



# Meet the Ingenuity18 Team

The Ideas Summit has been brought to you by the Ingenuity18 events team. If you have any questions about the Ideas Summit, or any other Ingenuity18 events and activities, please approach a member of the team:



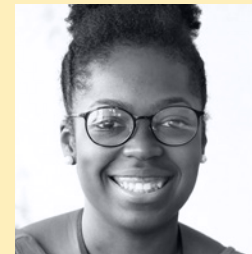
**Steve Chapman**  
Event Director



**Elizabeth Smith**  
Event Producer



**Tracey Hassall-Jones**  
Event Producer



**Precious Agbabiaka**  
Event Assistant



**Georgina Hall**  
Event Assistant

# Sunday Timetable

# Sunday Sessions

Time	Session Details		Location
9am	Networking		Atrium
10am	Keynote Session		
	Mindfulness in Body, Business & Society Rohan Gunatillake   Creative & Executive Lead, Mindfulness Everywhere		B52
11am	Ingenuity Live		
	Introduction to Rights Lab and Sustainability at the University of Nottingham (UoN)		B52
	Rolling lunch (lunch bags available from 12pm)		
12.30pm	Ingenuity Live (continued)		
	Rights Lab at UoN	Sustainability at UoN	Atrium
2.30pm	Refreshments (10 mins)		
	Intuition Workshop		
	Into the Great Outdoors Sarah Smith   Director, Indigo		Atrium & Outside
4.30pm	Closing Keynote Session		
	David & Goliath Kajal Odedra   UK Director, Change.org		B52
5.30pm	Closing Remarks Steve Chapman   Event Director		Atrium

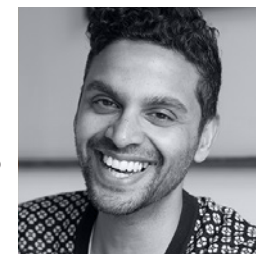
## Keynote Session

### Mindfulness in Body, Business and Society

#### Rohan Gunatillake

#### Creative and Executive Lead, Mindfulness Everywhere

Rohan is one of the most original and creative voices in modern mindfulness and meditation. As well as being a trustee of the British Council, a member of Wired Magazine's Smart List of 50 people who will change the world, and author of *Modern Mindfulness: How to Be More Relaxed, Focused and Kind While Living in a Fast, Digital, Always-On World*, he has experience in creating best-selling apps.



**Mindfulness in body, business and society** will provide you with insights into how ethical and mindful design can impact a range of scales, including a personal, organisational, and societal level.

## Ingenuity Live

### Rights Lab

#### The University of Nottingham

One of the six new Beacons of Excellence at the University, the Rights Lab are home to the world's leading contemporary slavery experts and have built the world's first large-scale research platform for ending slavery. Working with governments and NGOs, Rights Lab are designing new research-led antislavery interventions to achieve the end of slavery by 2030.

**Rights Lab: Ingenuity Live** will allow you to come up with original and exciting ideas for research and activities to enhance the work the Rights Lab are doing to end modern slavery.

### Sustainability

#### The University of Nottingham

The Sustainability team focuses on the development of teaching, research and operational excellence that enable the University to maintain its position as a leading green university. As part of a major global organisation, the Sustainability team exists to drive innovation that can provide positive environmental, economic and societal impact locally, nationally and internationally.

**Sustainability: Ingenuity Live** will be a chance to pitch your ideas for innovation that can manage the problem of plastic use and waste at the University.



# Sunday Sessions

# Your Ingenuity18 Journey

## Intuition Workshop

### Into the Great Outdoors

**Sarah Smith**  
Director, Indigo Leadership

With over 30 years' experience as a leadership development facilitator and professional coach, Sarah works to unlock creativity in the workplace. She is currently team coach to Shelter's executive team, and has trained a range of influential leaders in organisations ranging from Diageo, ITV and Mercury Music, to Women's Aid, DEFRA, and the Chartered Institute of Housing.



**Into the great outdoors** will be an exercise in intuition, and how we can interact with the environment around us in our journey to find the answers to develop our ideas for innovation further.

## Closing Keynote Session

### David & Goliath

**Kajal Odedra**  
UK Director, Change.org

Kajal has a decade's worth of experience working in the campaigns and tech sector. She has previously campaigned for the UK Youth Parliament, Crisis and Macmillan Cancer Support. As well as directing the UK branch of Change.org, Kajal is an advisor for women in STEM group *Ada's List*, and founded the *People of Colour in Campaigns* network.



**David and goliath** will be a discussion of how society and politics are changing, and an opportunity to explore how our ideas, innovation and creativity can shape how these futures take form.

The Ingenuity18 Ideas Summit is designed to challenge how you think about the world, and the journey you take to curate those ideas.

### Ingenuity18 Innovation Diploma

We would urge you to attend the remaining Ingenuity18 Innovation Diploma sessions to develop the tools and knowledge needed to develop your proposal for the Ingenuity Competition. **Remaining dates are:**

**1 March 2018: Formal Tools**

18.30 - 20.30 | B52, Business School South, Jubilee Campus

**8 March 2018: Marketing, Sales and Effective Communication #2**

18.30 - 20.30 | B52, Business School South, Jubilee Campus

**15 March 2018: Finance and Legal**

18.30 - 20.30 | D.LT3, Exchange Building, Jubilee Campus

**22 March 2018: Gaining Legitimacy and Realising Wider Benefits**

18.30 - 20.30 | B52, Business School South, Jubilee Campus

### Ingenuity18 Competition

Once completing the Diploma, there will be an opportunity to submit your idea to the Competition stage. Successful teams will be invited to pitch their ideas to judges, and will be short-listed for the £100,000+ prize fund. The key dates to be aware of are:

**23 March 2018: Competition Submission Deadline**

**9 April 2018: Semi-final Pitches**

**16 April 2018: Final Pitches**

Winners will be announced at the Ingenuity18 Prize Giving Ceremony on **Tuesday 24 April**.

### Continue Your Journey

If you would like any further information about the events and activities happening with Ingenuity18, please email [ingenuitycompetition@nottingham.ac.uk](mailto:ingenuitycompetition@nottingham.ac.uk)

# The Haydn Green Institute

The Haydn Green Institute (HGI) is among Europe's leading centres for enterprise education and the focus for entrepreneurial skills development at Nottingham.

The Institute provides a programme of world-class entrepreneurial education with the aim of developing the innovators and entrepreneurs of the future.

## HGI Programmes

There are a range of postgraduate programmes that can support your exploration of innovation and creativity:



## MSc Entrepreneurship, Innovation and Management

The course prepares you for spotting and developing business opportunities, bringing innovation to an organisation, working creatively and judging the value of ideas when investment conditions are uncertain.

## MBA Entrepreneurship

The course aims to develop your entrepreneurial flair within the context of a well-rounded business management education. The programme will allow you to gain a broader appreciation for entrepreneurship in its various contexts, and sharpened creative problem solving skills.

## Cross-disciplinary Masters Courses

For those who want to combine the study of entrepreneurship practice with their core postgraduate degree subject, HGI offers a range of cross-disciplinary courses in partnership with other schools at the University. These range from an MSc in Applied Biopharmaceutical Biotechnology and Entrepreneurship, to MSc Cultural Industries and Entrepreneurship

Further information about these programmes as well as the other courses on offer through HGI, can be found online at: [nottingham.ac.uk/go/hgi-study](http://nottingham.ac.uk/go/hgi-study)

# The Ingenuity Lab

The Ingenuity Lab's mission is to create an environment where students and alumni of the University of Nottingham (UoN) can explore ideas and start their own enterprises.

## Services

The Lab offers a range of services to help you develop your idea. From monthly surgeries and mentoring, to group seminars, workspace, and paid-for interns, the opportunities available provide you with the resources, inspirations and insights to progress your ideas further.



## Membership

The Lab offers three types of membership:



**Standard Membership** is aimed at those who are interested in ideas and the process of entrepreneurship but may not want to actually start businesses.



**Venture Membership** is for those who are interested in moving towards starting businesses, or already have businesses.



**Academic Membership** is designed for students enrolled in the Haydn Green Institute's Postgraduate courses, who are not looking to set up ventures, but wish to apply knowledge to their employability skills or family businesses.

Membership is free of charge to all students and alumni of UoN UK, China or Malaysia. Lab facilities and services are available to Venture and Academic members only.

*“The Ingenuity Lab is an unlimited fountain of inspiration and motivation for young entrepreneurs.”*

Michael Mita | Lab member and co-founder of Watson

For more information about the Ingenuity Lab and the membership options, please visit: [nottingham.ac.uk/go/ingenuity-lab](http://nottingham.ac.uk/go/ingenuity-lab)



## The Ingenuity Lab

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