



FMCG Future-Unlocked

Innovation Community Engagement Workshop

Information Pack

Created by **Mei Huang** | Senior Innovation Partner | Digital Catapult | January 2023
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Invitation to the Innovation Community Engagement Workshop

We'd like to invite you to the *FMCG Future-Unlocked – Innovation Community Engagement Workshop*. Hosted by the DIY4U Consortium Partner, [Digital Catapult](#), this workshop aims to bring together innovators to explore the challenge and opportunities in shaping the future of the FMCG industry.

You will find the [overview of the DIY4U project and the workshop](#) in this information pack, as well as [topics we plan to cover in the workshop](#). If you have any questions, please do not hesitate to reach out via the contact information in the later slide.

We hope to see you there!

You're
Invited!





DIY4U Project Overview

Design & Production of Personalised Powdered & Liquid Fast Moving Consumer Goods

DIY4U is an international and cross-sector project funded by European Union's Horizon 2020 innovation programme. The ambition of DIY4U is to address the blockers of product customisation and small-scale manufacturing for FMCG.

In the last 36 months, the DIY4U consortium have developed an Open Innovation Digital Platform (B2B/B2C) and two Manufacturing Demonstration Facilities (MDF) – one for powder and one for liquid mix. Aside from working collaboratively between 14 consortium partners, DIY4U also held two Open Innovation Competitions and selected 8 winning SMEs to provide additional functionalities for the digital platform as well as business proposals to further exploit the DIY4U result.

DIY4U will officially end in April 2023. However, all consortium partners have plan in place to exploit and expand the innovative solutions developed in this project.

Find out more on the [DIY4U website](#).

DIY4U Consortium Partners



FMCG Future-Unlocked Workshop Overview

Connect, Learn, Collaborate & Innovate

- § DATE: 7th Feb 2023 (Tuesday)
- § TIME: 11:00 – 13:00 CET (10:00 – 12:00 GMT)
- § LOCATION: **Virtual** (Link for Zoom and Mural will be shared closer to the date)
- § PARTICIPANTS:
 - § DIY4U Consortium Partners
 - § FMCG Trend Expert
 - § Winners of DIY4U Open Innovation Competitions
 - § Innovation Professionals from the industry & academia
 - § Large & Small FMCG business leaders across the supply chain

What would the future look like when customers, brands and manufacturers of FMCG are seamlessly connected? How would you adapt your business to the trend of hyper-customised FMCG?

DIY4U is set up to tackle the technological blockers to bring this future to life with digital, hardware and process innovation. The [FMCG Future-Unlocked Workshop](#) aims to bring together leaders from different sectors and industries to explore and discuss the challenges and opportunities of the market and technology landscape for the future of the hyper-customised FMCG supply chain.

In this 2-hour workshop, you will hear from the FMCG trend experts sharing their [insight on how the market is moving](#). You will also gain first-hand information from the DIY4U partners sharing the [latest technologies developed to enable businesses across the supply chain to grow and adapt](#) to this future more sustainably. Lastly, you will have the chance to meet and hear from [the winning SMEs of the DIY4U Open Innovation Competition](#) for their ground-breaking innovation.



Agenda

Time zone: CET

11:00 – 11:15

Welcome & Warm-up

11:15 – 11:30

Overview of DIY4U

11:30 – 11:50

Trends impacting the future of FMCG

11:50 – 12:00

Quick coffee break

12:00 – 12:20

Start-up Spotlight

12:20 – 12:45

Inspire & Learn: *What are the opportunity & challenges faced by the industry? How would your business adapt or take advantage of the shift?*

12:45 – 12:55 **Next Steps & Close**



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What can you expect from the workshop?

You can anticipate these benefits for participating!



Learn about the latest technology innovation

What are some of the innovative solutions developed by DIY4U and beyond that enable a hyper-customised FMCG future?



Connect with experts across the ecosystem

Innovators, experts and leaders across different industries all come together to explore and exchange ideas.



Explore business challenges and opportunities

What's stopping this future of hyper-customised FMCG from happening now? What undervalued opportunities are out there for innovators to seize?



Share your insight and expertise

An open forum to share your insight and expertise, as well as hear from other innovators for their unique perspectives.



What's coming soon?

We will share the confirmed invitation and the link to the event as soon as possible.

Meanwhile, please get in touch if you have any questions.

If you'd like to recommend any innovators, industry leaders or domain experts for us to invite to the workshop, please get in touch as well!



Get in touch

Mei Huang | Senior Innovation Partner

Digital Catapult

Mei.huang@digicatapult.org.uk

+44 7469 279912

