

## Driving 'Innovation Leadership' at Infineum

Created in 1999 as a Shell/ExxonMobil joint venture, Infineum is a global leader in petroleum additives that improve lubricating oil, power transmission and fuel efficiency and reduce emissions. As part of its growth prospectus and to underpin its global competitiveness, Infineum has a strategic objective to accelerate its approach to step-out innovation.



Following the launch of Chemistry Innovation's strategy and priorities in June 2007, Infineum recognised that CI's **Innovation Leadership** programme could 'add value' to its own internal activities by:

- providing access to industry best practice models
- accelerating its ability to network and connect with 'innovation leaders' and other support organisations
- support its drive to deliver business benefits through improved innovation performance

Using its unique connections and knowledge, Chemistry Innovation engaged with Infineum via a programme of activity that sought to tackle specific innovation and technology challenges for the company. This activity included:

- facilitated visits/meetings with 'exemplar' companies across various industry sectors to showcase innovation best practice and identify new business opportunities
- audit of innovation/technical capabilities
- mentoring of individuals to accelerate networking and enhance knowledge transfer

*Infineum develops and supplies additives used in almost all sectors of transport.*

As a champion of innovation leadership at Infineum, Shaun Kennedy - technology vice president - was invited to join the **Innovation Strategy Board (ISB)** - Chemistry Innovations' key industrial stakeholder group.



The ISB consists of a wide range of business leaders recognised for their commitment to innovation in both large and small companies. It provides strategic direction to Chemistry Innovation on the innovation needs and opportunities faced by UK industry as well as providing the impetus and focus for driving Innovation Leadership across the chemistry-using sector. In 2007, the ISB provided valuable leadership in defining and validating Chemistry Innovation's seven key priority areas and in driving collaborative project activity.

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### EXPERIENCING THE PRACTICAL APPLICATION OF INDUSTRY BEST PRACTICE AT FIRST HAND

As a result of its engagement with Chemistry Innovation, Infineum identified opportunities where it could further enhance its own innovation processes. These included:

- external connections
- modelling/rapid prototyping
- brand reputation for innovation

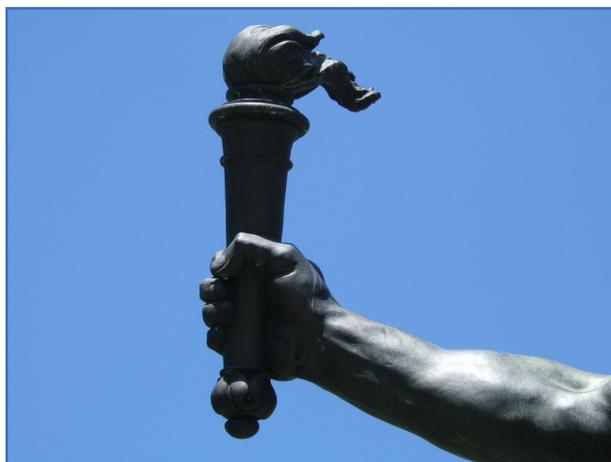
Visits to exemplar companies enabled Infineum to experience at first hand the practical application of innovation best practice across areas such as:

- innovation culture
- management of technology
- marketing
- knowledge management
- supply chain
- innovation processes

Shared learning has also come from visits by other companies offering services from a recognised position of innovation leadership including **Britest** - a strategic partner of Chemistry Innovation in its 'manufacturing design' priority area.

Building on the benefits it has gained from its engagement and knowledge sharing with key innovation leaders, Infineum has extended its strategic link with Chemistry Innovation for a further 12 months.

In March 2008, Chemistry Innovation co-facilitated a Knowledge and Innovation Transfer Event (KITE) for Infineum that brought together all the companies and individuals who had participated in the innovation learning experience to date.



The event sought to build on the learning to date and provide the impetus for embedding 'innovation leadership' as a key business driver that will identify the next major business opportunity for Infineum and its innovation benchmarking partners.

This activity is a key part of Chemistry Innovation's mission as a knowledge transfer network (KTN) – *to stimulate and support product and process innovation that will deliver GDP growth for the UK and ensure sustainability for the chemistry-using industries.*

By engaging at a strategic level, Chemistry Innovation can become a significant extension of a company's own resource. The relationship can add value by facilitating engagement with a much broader range of knowledge and experience that can deliver improved innovation performance faster and more cost effective than any individual company could do on their own.