

Your Roadmap to Sustainability in Materials

Rob Munro, IfM Engage at Institute for Manufacturing, Cambridge University

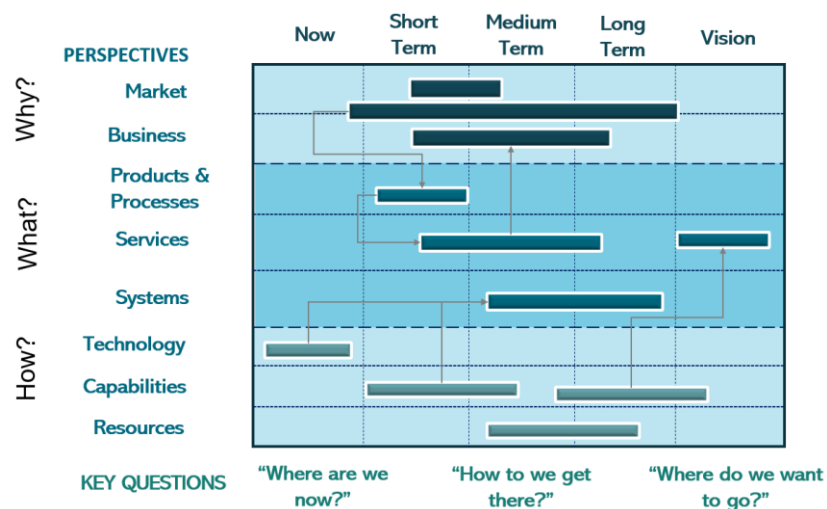
rjm240@cam.ac.uk

<https://engage.ifm.eng.cam.ac.uk>



Overview: For business and R&D leaders, making sense of new technologies effectively and at speed is crucial and the sustainability imperative is now urgent. Technology and innovation plans that are well-aligned give leaders the ability to make sharper, more informed decisions and to make better investment choices for products, processes, and solutions that are aligned to sustainability goals. Strategic technology roadmapping is an essential approach to aligning an organisation to achieve technology goals for a sustainable future. Rob outlined how you do this and cites the example of Materials Roadmaps for Net-Zero.

The Problem: Technology-intensive companies struggle to deal with the complexity of transformation even, product planning. Many are hindered by weak planning approaches, unfocussed strategic intent and poor processes for handling market, technological and geopolitical complexity.



The Solution: Strategic roadmapping is a flexible, agile and scalable strategic innovation planning tool. It interconnects critical information over time. It answers Why, What and How for organisations and helps to communicate complex information to innovation stakeholders.

The Results: Organisations can that coordinate between functions, align the strategic levels of the organisation and synchronise their activities to increase innovation speed and enhance business results.

“Roadmapping is a powerful technique regularly used by companies, government organisations and academic institutions to establish and support strategy and innovation. Roadmapping explores, manages and communicates the linkages between technology, research and product development to commercial objectives and market opportunities through a structured visual framework. The Strategic-Plan (S-Plan) framework developed by the IfM over 15 years.”



Rob Munro is an innovation and technology management expert and industrial associate with IfM Engage the knowledge transfer unit of The Institute for Manufacturing at Cambridge University.

Contact at rjm240@cam.ac.uk

Download free Roadmapping Guide

Download the complete guide 'An Introduction to Strategic and Technology Roadmaps' where we share expertise and top tips to help you with your own roadmap.

Download



<https://bit.ly/ifm-roadmap-rm>

