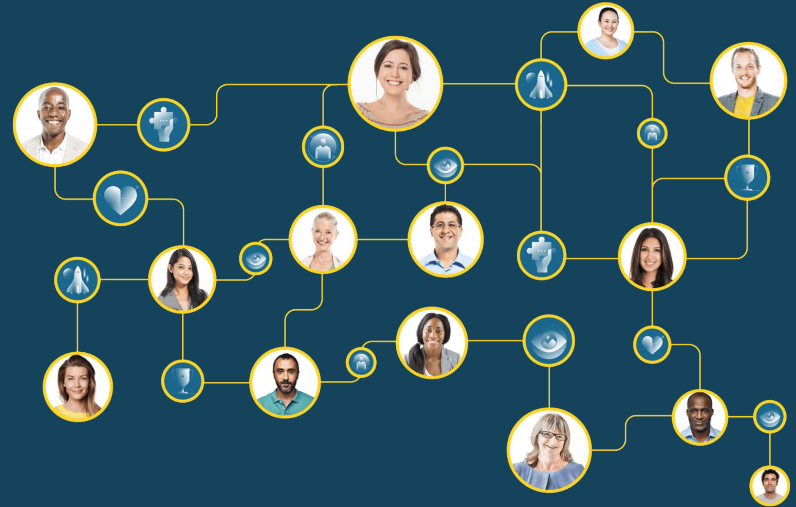


About SimplyDo



About SimplyDo






At SimplyDo, **we bring innovative people together** to solve transformational challenges. Our unique *people, process & platform approach* unlocks access to diverse thinking and new solutions with employees, industry and academia.

Our expertise is in delivering improvement and innovation across healthcare, defence, policing, education, housing and government.

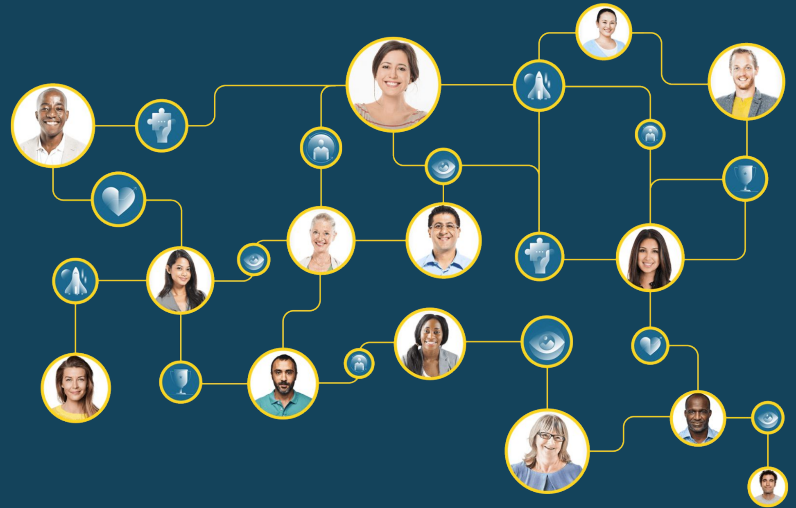
This includes providing the innovation platform for **Airbus Endeavr** to connect micros/SMEs, academia, and government to tackle technology challenges ([link](#)).



Delivering Value Through Innovation

For Employee Engagement	For Early-Stage Innovation	For Late-Stage (Mature) Innovation
<p>SimplyDo being used to engage employees and their innovative ideas to improve quality of health and social care (i.e. challenge-led improvement).</p> <p>Typically, this is linked to delivering operational efficiencies within the organisation (e.g. a health board, ambulance service, etc).</p>	<p>SimplyDo being used to identify and engage external stakeholders and their innovative early-stage / low-TRL ideas (i.e. challenge-led R&D).</p> <p>Typically, these are pre-market products requiring development funding to bring to market such as public/private funding (i.e “new to market”).</p>	<p>SimplyDo being used to identify and engage external stakeholders and their innovative at-market ideas / high-TRL (i.e. challenge-led procurement).</p> <p>Typically, these are at-market solutions but unseen by organisation due their size e.g. small businesses (i.e. “new to organisation”).</p>
<p>Cwm Taf Morgannwg Health Board: <i>“How we helped a health board create a community of employee innovators.”</i></p> <ul style="list-style-type: none"> 14,000+ staff provided with direct access to SimplyDo across web and mobile 88% of SimplyDo users now felt connected to the improvement process 76% of new ideas being implemented or resolved 	<p>Airbus Endeavr: <i>“How we helped deliver pioneering place-based defence sector innovation.”</i></p> <ul style="list-style-type: none"> 4 innovation challenges delivered 41 solutions created by industry & academia £2.4 million of grant funding allocated 	<p>Rolls-Royce: <i>“How we helped create an ecosystem of innovative suppliers”</i></p> <ul style="list-style-type: none"> 7000+ suppliers scouted across 4 innovation challenges in 12 months 65 suppliers submitting applications following engagement with SimplyDo 13 suppliers progressed to future engagement
 <p>Bwrdd Iechyd Prifysgol Cwm Taf Morgannwg University Health Board</p> <p>Case Study Link</p>	 <p>Case Study Link</p>	 <p>Case Study Link</p>

Churchill Fellowship 2024



Churchill Fellowship - What is it?

PURPOSE: Supports individual UK citizens to **follow their passion for change**, through learning from the world and bringing that knowledge back to the UK. Together our community of Churchill Fellows **use their international learning** to lead the change they wish to see across every area of UK life.

"What is the use of living, if it not be to strive for noble causes and to make this muddled world a better place for those who will live in it after we are gone?"

Sir Winston Churchill

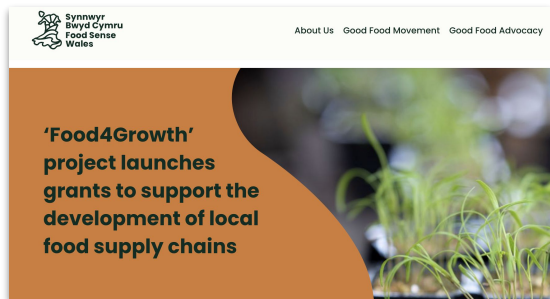


A COMMUNITY OF CHANGEMAKERS

Overview | Practice and Research on Supply Chains

Title: Touching the Void - Wealth creation through regional supplier hyper-localisation

Overview: This project will explore the problem of supply chain voids/gaps created by a combination of global pressures, and resultant international approaches to fill these voids through hyper-localisation of supply chains.



Definition of Terms:

Wealth Creation: By product of community wealth building to “use local economic assets to develop the economy in ways that have tangible benefits for its citizens, communities, organisations and businesses.” (CLES, 2019, p. 5)

Regional: In this case in Caerphilly County Borough, as part of the regional economy of Wales

Hyper-localisation: “entire supply chain is located in close proximity to the buyer and the seller.” (247 Supply Chain)

Process | Practice and Research on Supply Chains



Literature Review Process and International Focus

Overview: Narrative Literature Review - composed of 40 articles

Keywords used - reshoring, backshoring, offshoring, supply chains, foundational economy, social value, procurement, Spain, Japan

Date Range - 2014 - Present

Analysis Used - Thematic and critical analysis
-semantic differentiation

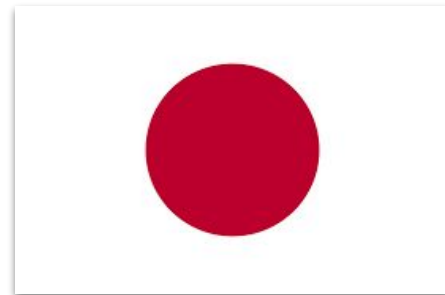
Why Japan? - Highly industrialised economy provides an interesting counterpoint to the developing economy of Wales.
supply chains back to Japan.

Why Spain? - Post-industrial economy - many parallels drawn between the Basque-region with Wales (Johnson et al., 2019)



National Perspectives on Reshoring

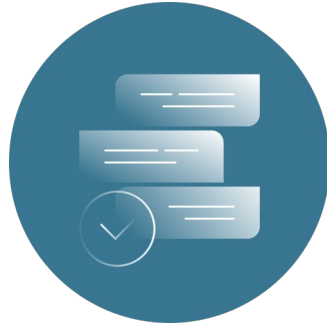
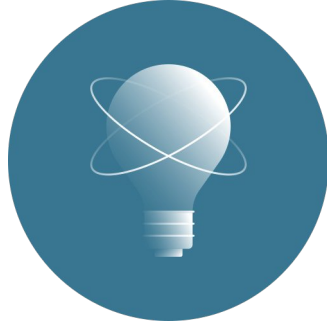
- **COVID-19** - Economy may have been **excessively reliant** on critical goods produced in China (Kuo, 2020).
- **Large Scale Subsidies** - JPY 220 billion (USD 2.1 billion) to companies deciding to move supply chains back to Japan from China (Dharish and Simran, 2020).
- **Positive effects** are observed only in the case of procuring inputs from other Japanese affiliates in their host country, and not in the case of procurement from indigenous firms. (Hayakawa, K. and Ito, T., 2018)



- **Growth** - Reshoring over the past 3 years was one of the **highest in Europe** (7.9%), (EU, 2021)
- **Legislative motivation** - Social considerations into the public procurement process - Royal Decree Legislative 3/2011 [52] of Public Sector Contracts (Fuentes-Bargues, J. L. et al., 2021)
- **Sector specificity in reshoring** - lower the technological content of the manufacturing branch the higher the incidence of reshoring (Fuster, B., Lillo-Bañuls, A. and Martínez-Mora, C., 2020)



Literature Review | Overview Themes



Reasons for Reshoring: Emotion (Bals, L., Daum, A. and Tate, W., 2015), leadership and political ideology (Nakabayashi, J. et al., 2022), social criteria (Fuentes-Bargues, J. L. et al., 2021), technology (Fuster, B., Lillo-Bañuls, A. and Martínez-Mora, C., 2020), cost (de Lucio, J. et al., 2023),

Criticality in the literature: Economic impact is positive (Kamp, B. and Gibaja, J. J., 2021), Economic impact can be negative (Ancarani, A. and Di Mauro, C., 2018)

Impacts of Near-shoring: Employment increases (Dachs, B., Kinkel, S. and Jäger, A., 2019); Fuster, B., Lillo-Bañuls, A. and Martínez-Mora, C., 2020), intellectual property (Tate, W. L., 2014),

Research Objectives & Questions

Research Objectives

- (1) To understand and analyse how different national policy and instruments influence trends of supply chain hyper-localization in Japan and Spain.
- (2) Implement learning into a live environment, such as Caerphilly County, to uncover supply chain voids and deploy technological and process driven strategies leading to the creation of measures for community wealth creation and foundational economy impact.

Proposed Research Questions

- 1) How and why policy and practice influence trends of supply chain hyper-localisation in Japan and Spain?
- 2) How can we identify supply chain voids and measure community wealth creation and foundational economy impact within a specific region?



Where next.....

Qualitative Data Capture

1. Intended interviewees are individuals with regional and policy responsibility for economic development in these two international territories.
2. Industry professionals with responsibility for reshoring/nearshoring of procurement decision making in these two international territories.



Analysis & Results

1. Thematic Analysis using Corley and Giola's (2004) model
2. Formation of case studies and dissemination of findings to Welsh council in the first instance to secure impact

Ask - Please review and critique?

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Contact Information



For further information, please contact:

John Barker

Associate Director of Innovation

john@simplydo.co.uk

www.simplydo.co.uk



Microsoft Partner

