

Partner with us

We are mobilizing the creative power of next generation innovators and problem-solvers.

Help us invest in the leaders of tomorrow.

Support our dynamic new Centre of Creative Business Innovation with a donation or project partnership.
To learn more, please contact:



WE ARE SHAPING THE FUTURE



CENTRE FOR CREATIVE BUSINESS INNOVATION

Mobilizing the Power of Innovation



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Humber Institute of Technology and Advanced Learning

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Bridging the Innovation Gap

Humber is changing the innovation landscape in Canada.

Our Centres of Innovation (COIs) are mobilizing the power of fresh ideas, new technologies and entrepreneurial thinking to help businesses and communities prosper.

Interdisciplinary teams of faculty experts and students will collaborate with industry and community partners to solve complex, real-world innovation challenges.

We will look at problems in new ways, drawing on our deep knowledge and industry experience to make the conceptual leaps that lead to breakthrough solutions.

Working closely with some of the most creative thinkers in the country, our dynamic COI network will bridge the gap between ideas and results. Together, we will help businesses take bold steps forward and prepare our graduates to be the innovation leaders of the future.

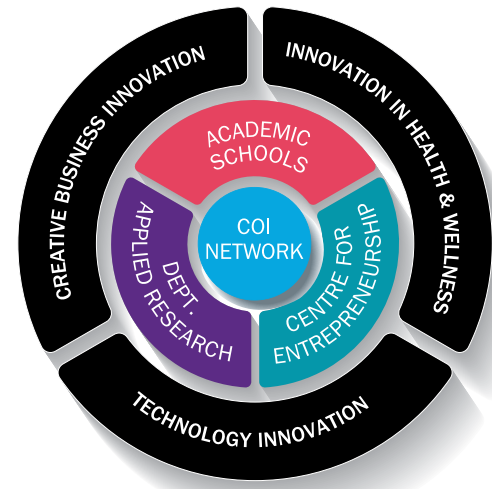
The COI Network

The Centres of Innovation will focus on three key sectors that support economic growth and are strategic priorities for Humber:

Barrett Centre for Technology Innovation

Centre for Creative Business Innovation

Centre of Innovation in Health & Wellness



Centre for Creative Business Innovation (CCBI)

The Centre for Creative Business Innovation will be a powerful economic force, helping businesses and communities reap the benefits of creativity-driven innovation. In an era of digital disruption and growing competitive pressures, creativity is a key driver of competitive advantage and business success.

Our CCBI project teams are experts at sparking divergent thinking and creative collaboration. With decades of experience in creative arts, media and business enterprise, we help companies enhance their capacity to grow, innovate and capitalize on opportunity. We have a strong track record of developing new and unconventional strategies to solve problems, meet business needs and transform inventive ideas into market realities.

The CCBI is at the forefront of the burgeoning interest in user experience testing, digital media production, augmented reality (AR) and virtual reality (VR). Businesses will access our diverse expertise and world-class facilities to expand products and services and create compelling experiences that attract customers and motivate employees.

Students will also play an active role in the CCBI. Immersed in a rich learning environment, they will gain the professional experience, innovation literacy and entrepreneurial attitudes that accelerate business success. By bringing fresh insights to the innovation process, the CCBI experts will empower companies to embrace creative change and successfully execute on new ideas.

The CCBI leverages the power of creativity to drive competitive advantage and economic growth.

Our Value Proposition

The CCBI will be a valuable resource for business and community organizations, helping to:

- Develop new revenue streams
- Improve productivity and innovation performance
- Clearly understand what customers value and how to deliver it
- Enrich customer and employee engagement
- Integrate pioneering technologies
- Create virtual prototypes to reduce cost/time of product design and testing
- Use AR/VR to improve maintenance, quality control, training and safety
- Showcase new products, processes and services
- Access grant funding and venture capital
- Establish new partnerships and collaborations
- Develop a workforce with the ingenuity and skills to add lasting value

The CCBI Facility - A Hub of Creativity and Innovation

- Flexible innovation areas, gathering hubs, project rooms and performance spaces
- Advanced multimedia production and interaction design studios
- Multi-channel recording and audio research studios
- Visualization room for immersive virtual reality experiences
- Cutting-edge Usability Lab for analyzing consumer/user behaviour
- 500 seat concert hall with biometric sensors for research
- Music Connectivity Space for network-enabled performance simulations
- A showcase area for product demonstrations and presentations
- Smart classrooms and labs to support academic programs

Our Innovation Process

We are Collaborators

We gather the right team of faculty experts, students and strategic partners to meet the objectives of each project. A streamlined, single-point-of-contact system makes it easy to access our services.

We are Thinkers

We examine every problem from multiple points of view, challenging assumptions and looking beyond the obvious. By understanding the full context of the problem, we find the best way to solve it.

We are Doers

We design, build, test and implement solutions that work. With decades of practical industry experience and access to the most current tools and technologies, we excel at delivering targeted results.

We are Business-Focused

We give businesses and entrepreneurs full control of their intellectual property. We integrate business best practices into all of our projects and are supported by experienced professionals from one of the most comprehensive and well-respected business programs in the province.

We are Change Leaders

We engage the creativity and passion of next generation innovators. Graduates with CCBI experience will be highly skilled at developing and integrating the disruptive ideas and technologies that help companies thrive and win in a highly competitive global marketplace.



Building on our strengths

Humber

- One of Canada's largest and most respected leaders in polytechnic education
- Most comprehensive range of credentials in Canada (apprenticeships, certificates, diplomas, degrees and graduate programs)
- Programs combine theoretical learning, critical thinking skills and practical work experience

A Diverse and Talented Pool

- Award-winning faculty with expertise in more than 180 program areas
- 31,000 full-time students
- 2,000 skilled apprenticeship students
- 4,000 industry partners

CCBI Partner School: Creative & Performing Arts

- Canada's leading centre for integrating performing arts with business/industry education
- Trailblazing creative programs in music, comedy, publishing and writing
- Faculty and graduates perform around the world; winners of numerous prestigious awards

CCBI Partner School: Media Studies & Information Technology

- Largest selection of Media Arts and IT programs in Canada
- International awards for advertising, radio, film and television production
- Only Ontario college with a Usability Lab for analyzing user/consumer behaviour

CCBI Partner School: Business

- National leader in business education; programs in high-demand
- More specialized business programs than any college in Ontario

Centre for Entrepreneurship

- Promotes entrepreneurial learning and skills development
- Provides extensive commercialization support

Applied Research & Innovation Department

- Facilitates industry partnerships
- Helps access grants, research funding and investment capital

