

“Braineet is a genuine success with genuine results: we collected a lot of insights to improve our offering and services. We are very happy with the initiative’s ROI.”

**Emmanuel Jacquin**  
Shared Services Director  
at EDF

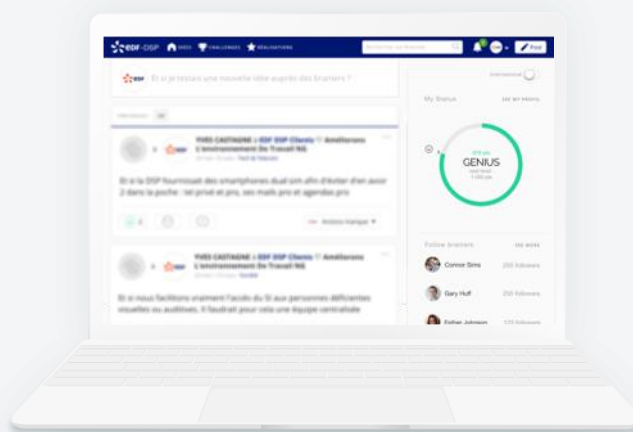


**1,400**  
members

**18**  
challenges

**800**  
ideas

**4,500**  
likes



**4,200**  
invited employees

**33%**  
immediate  
adoption rate

**7**  
departments  
managing  
*Challenges & Ideas*

## The Braineet & EDF collaboration

### Brand commitment

The energy transition is on the way and the digital revolution is happening now.

Cities are transforming, energy sources are changing, and consumers are beginning to influence energy policies. EDF and its affiliates are inventing innovative solutions to meet these new challenges.

In order to find these innovative solutions, the company needs to be able to adapt more quickly to its customers’ needs.

The Shared Services Department, the key support department within the EDF group, understood that well: crowdsourcing innovation with their employees is the way to leverage collective intelligence and to move forward faster.

### Brand description

EDF is a world leader in renewable energy, with more than 37 million customers worldwide. It specializes in electricity, from engineering to distribution.

**REVENUES** USD 79.8 BN

**HEADCOUNT** 155,000

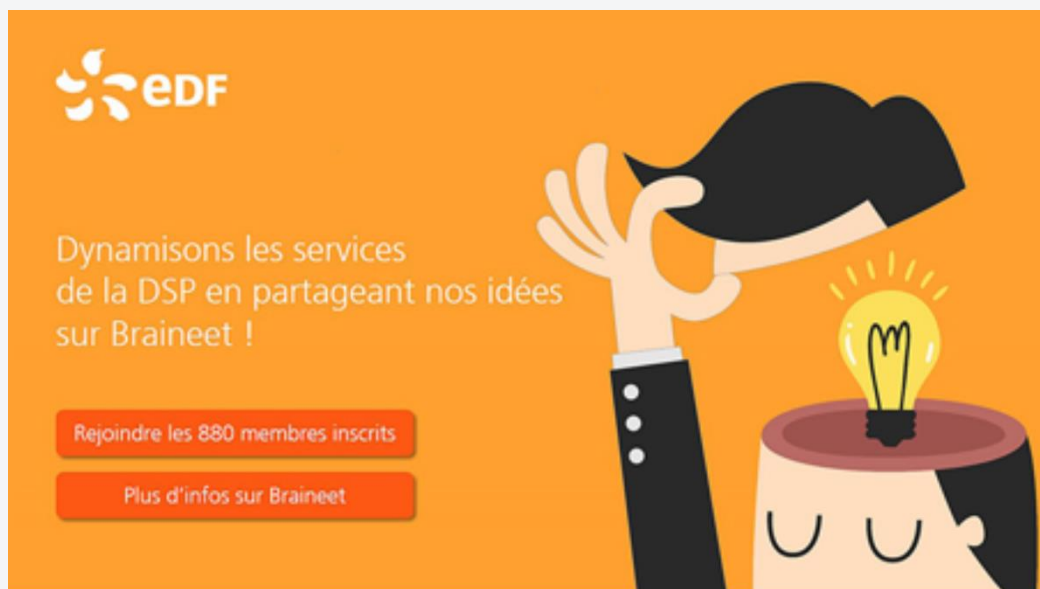
## Initiative's context & goals

The Shared Services Department (SSD) is the key support department for the entire company.

The SSD wanted to better align with the actual needs of EDF employees. Hence, they chose Braineet for Employees.

With 7 departments involved in the project, their Braineet for Employees platform enables every department to manage its different challenges from their own customized Dashboard, assess relevant ideas and track their progress.

With more than 800 ideas generated, thousands of interactions, and knowledge and best practices sharing, the project is a genuine success for the SSD, with a clear and defined ROI.



*"Let's energize the SSD's services by sharing our ideas on Braineet!"*

**ABOUT BRAINEET  
FOR EMPLOYEES**

**Braineet for Employees is the most complete solution  
to continuously innovate with your employees.**

Thanks to an intuitive and customizable platform, you collect ideas, empower your employees, and install a culture of continual innovation within the organization.

Braineet provides you with detailed idea analysis to help you make the right decisions, turning collective intelligence into concrete innovations.

Never lose a profit-generating innovative idea again.  
Join the hundreds of companies using Braineet for Employees.

**Contact us:** [company@braineet.com](mailto:company@braineet.com)