

“Our challenge is to manage the relationship between headquarters and our subsidiaries, to be able to both inspire them and share best practices.”

**Jean Metzger**  
Innovation Projects Consultant  
for the Renault Group



706

projects

358

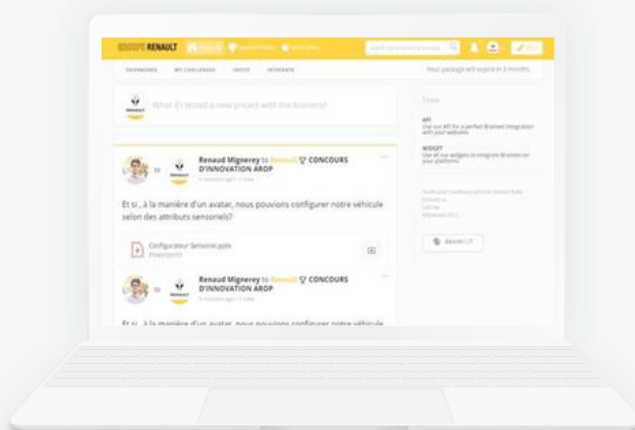
projects under  
consideration

6,750

likes

1,200

conversations



3,940

registered  
employees

96,000

views

25+

countries



## The Braineet & Renault collaboration

### Brand Strategy

The digital revolution is having a tremendous impact on the automotive industry. Innovation has always been at the heart of the Renault Group’s development strategy, but with consumers having access to more information than ever before, the Group has no choice but to innovate in order to stay ahead of its rivals.

The Group has made a commitment to sustainability, in particular through its range of 100% electric vehicles, and aims to design innovative vehicles and products that are affordable.

### Company Description

Since the company started in 1898, Renault has been an industry leader and one of the most consistent performers in the automotive industry. The Renault Group continues to grow internationally, in part through the Renault-Nissan Alliance, which is currently the fourth-largest automotive group in the world.

**REVENUE** € 51.2 BN

**HEADCOUNT** 124 000

485 PATENTS

## History and goals of the project

In April 2017, Renault launched a call for collaboration project proposals across more than 25 countries on the theme of digital solutions to optimize revenue.

The objective was to collect as many projects as possible within a two month timeframe whilst also fulfilling a number of other criteria: the project must maximise revenue, be relatively easy to implement, and integrate digital technology that helps to differentiate Renault products from its competition.

A jury in each country was chosen to select the best projects, with the winners being presented to the Group's General Sales Department.

## Results

Organized and supported by the Group's Commercial Director, the initiative was a real success. **Almost 4,000 users registered from across more than 25 participating countries, and a total of 706 projects were submitted to the jury.**

The fact that the competition involved multiple countries encouraged the sharing of best practices and helped to increase participation. Employee motivation was further increased by the decision to announce that the best projects would go through proof of concept testing.

All employees from across each site in the competition had the opportunity to submit a proposal and this approach helped to remove any barriers to entry and improve the communication and coordination between headquarters and the subsidiaries.

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FOR EMPLOYEES**

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