

VATTENFALL



Innovation

Case Study

Simplicity for the future

**WIDE
IDEAS**



Vattenfall is a leading European energy company, that for more than 100 years has electrified industries, supplied energy to people's homes and modernised our way of living through innovation and cooperation.

Their goal is to offer all customers climate-smart energy and enable a life free from fossil fuels within one generation.



“

Through this innovation competition we want to give employees the chance to influence and to create new innovative projects.

We work across the organisation over business areas and business units. We promote new insights and ideas, encourage inspiration and increase connections between employees for better intrapreneurship at Vattenfall !

innovation strategy development



It is important for us to engage and use the collective intelligence of our employees to bring diversity to the process of forming new ideas and foster continuous innovation.

We chose **Wide Ideas** to enable the employee centric knowledge sharing and ideation across the organisation.

The tool greatly enhances the employee experience by making it easy to collaborate, communicate and connect with others.



Andreas Regnell
SVP for Strategic Development

innovation process cycle

planning

There are 6 months of planning and preparation for each competition round.

This comprises of identifying resources to help drive the competition, defining and executing a communication strategy to raise awareness and excite employees, organising judging panels, and setting up the [Wide Ideas](#) innovation platform to capture ideas.

6 months



6 months



competition

A competition cycle runs for 6 months, where ideas from employees are captured in the [Wide Ideas](#) innovation platform.

Ideas are evaluated by a panel of judges where ultimately a chosen few are presented by the idea creators in a live final.

competition timeline

Sweden



Jan
2018

open

Focus was on sustainability with topical themes such as digitalisation, democratisation, decarbonisation and decentralisation.

The task was to resolve tomorrow's problems.

All employees were invited to participate in Vattenfall innovation and submit ideas.

Various events were hosted for employees to engage in from innovation workshops to inspiration sessions.

All ideas submitted needed to be clear about the value for the customer, the group it was targeting, the resources needed and the steps required to implement the innovation.

Subject matter experts were invited to contribute to ideas they had great knowledge about, to help refine the idea into a real workable solution.

Apr
2018

closed

Competition was closed to the submitting of any new ideas.

screen ideas

A panel of judges screened all 91 submitted ideas and identified which had great potential and inline with the competition scope.

May
2018

91
ideas

May
2018

semi-final

A second panel of judges, made up of members from the country leadership team, reviewed the 20 ideas that passed the screening process to decide which should make it to the grand final.

Their decision was based on the level of innovation, value to the customer, value for Vattenfall, feasibility and fit to strategy and purpose of each idea.

20

ideas

11

ideas

live final

The owners of the 11 ideas (including one wild card) that had been selected by the country leadership team, had the opportunity to present their idea in a live final event at Vattenfall's headquarters in Arenastaden, Solna.

This event included an external representative as well as being open for Vattenfall employees to attend in person. The live event was also digitally broadcasted to the entire company.

**WIDE
IDEAS**

May
2018





1
idea

Pär Attermo, 2018 Winner

De-icing rotor blades on wind turbines with infrared heat

“ A new way of removing snow and ice is infrared lamps which are mounted on the tower. In the event of snow or ice, the rotor blade is stopped in front of the tower, the lamps are turned on and the ice is melted one blade at a time.

2018 innovation winner

jury justification



reduce 10% of generation losses

cold and moist air forms ice on the blades, which leads to poor efficiency and requires wind farms to be shut down. With this new system, the rotor blades could be paused allowing the infrared lamps to de-ice them quickly and efficiently.



save up to 1M Kr per turbine

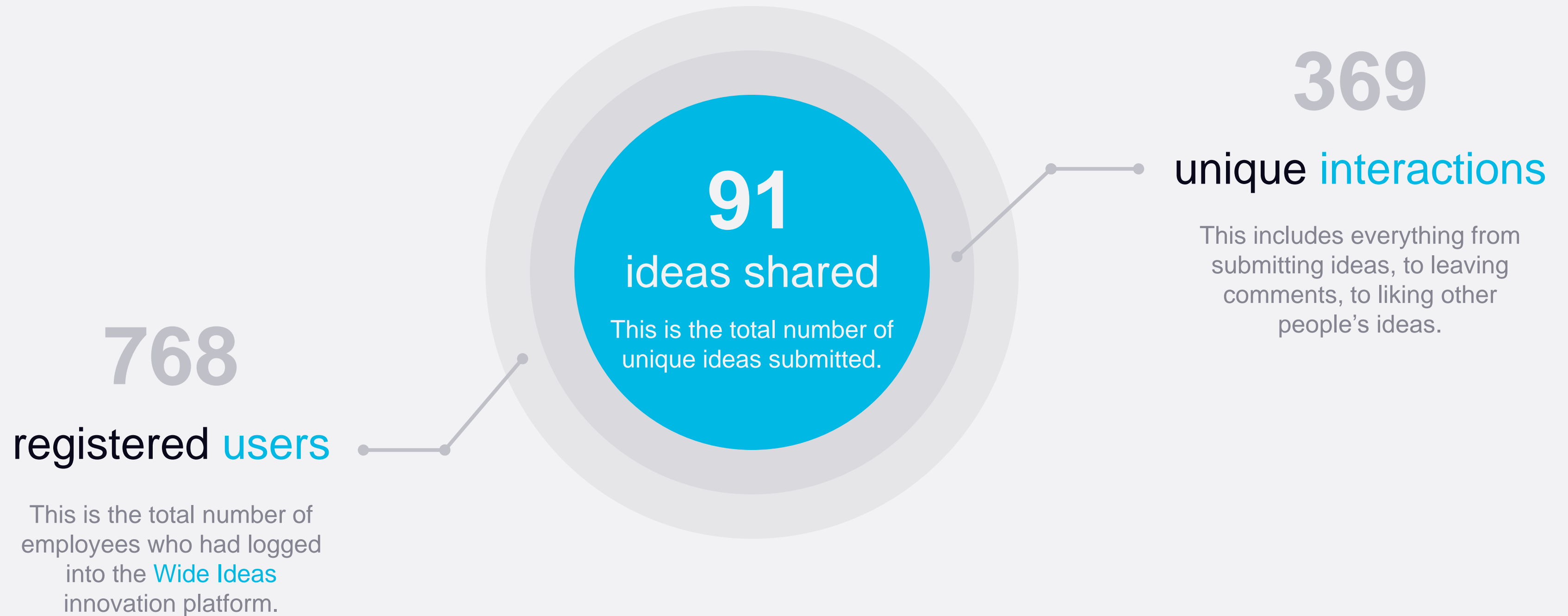
the new technology for de-icing is not faster than the current system of having heated blades, but the cost is estimated to be just a quarter.



enhance safety protocols

whilst in motion, snow and ice can be thrown from the turbines, causing a potential serious danger risk. With the infrared lamps installed, the rotor blades could be de-iced before any serious build up of ice.

competition statistics (Sweden)



2018 innovation winner jury chair



The members of the jury saw many excellent proposals, all feasible in a reasonably near future provided that the ideas are further developed.

The winning idea had a proposal with a high level of innovation. It was well worked-out, had a very good business case, and as the icing on the cake had a great story too.

With [Wide Ideas](#) we now have an outlet for our creativity. It is good for our customers and it is good for Vattenfall, which gains more motivated employees and perhaps ultimately makes some money.

Jonas Stenbeck

Head of Vattenfall sales for the Nordic region and the jury's chair

innovation project lead



Wide Ideas was a great way to help us organise the initiative and digitise the process of receiving and handling the ideas.

This fosters a company wide culture of innovation.



Amira El-Bidawi
Innovation Project Lead

collaborating with Vattenfall

We are very proud to be working with Vattenfall.

Their incredible vision for the future to offer all customers climate-smart energy and enable a life free from fossil fuels within one generation, is inspiring.

At [Wide Ideas](#), we are excited about being part of their inspirational journey, to help them use the collective intelligence of their employees to share the ideas for the energy of tomorrow.

our mission

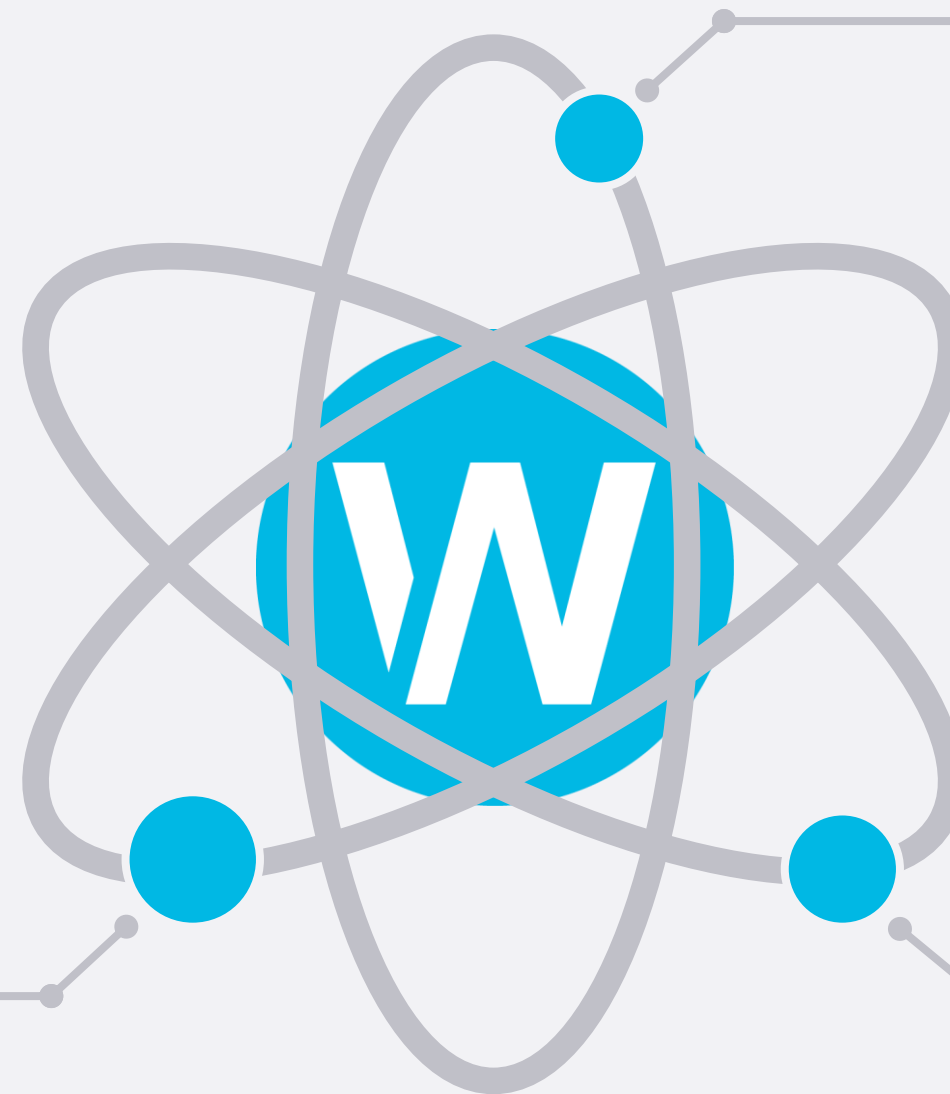
To provide an easily accessible digital innovation platform, that empowers and encourages employees to contribute and collaborate towards Vattenfall's business goals.

our strategy

To continue to work closely with the Vattenfall Innovation initiative, and provide a digital platform around their yearly competition themes.

our vision

To continuously support Vattenfall Innovation, and provide them a cutting-edge company-wide communication channel for employees to share their ideas and inspirations.



About Wide Ideas

software

Wide Ideas innovation software empowers employees to share ideas to business challenges on a global scale, helping to foster a culture of innovation.

features

- ✓ Office 365 integration
- ✓ Artificial Intelligence
- ✓ Decision Analysis Tool (DAT)
- ✓ Smart and clean design
- ✓ Accessible across all devices

more info



[Click to
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www.getwideideas.com