bluenove : opening organizations

bluenove is a technology and consulting company that **pioneers massive collective intelligence**, advocates open innovation and is actively committed to civic tech

Our technologies and methods

Assembl by bluenove is a method and technology of collective intelligence that enables the engagement of large communities (internal and external to your organization) to deliver insight in short space of time through a continuous structuring of information, analysis and synthesis methods that mix Human and AI.

Succeed together is our technology that helps you **design and deliver faster, smarter and more massive seminars** for 30 to 3,000 participants, using the most powerful solution to instantly analyse and classify hundreds or thousands of contributions.

Cognito is our partner technology and methodology to **analyse hundreds of thousands of data, resulting in "knowledge trees"** that help you structure and leverage large amount of data making it insightful for your strategy.

Our 3 technologies and methodologies help you to better address your issues by maximizing both the insight and engagement of your internal and external stakeholders. We enable strategic decision-making, strengthen your internal and external innovation capacities by addressing your consumers directly and accelerate the transformation of your organization by strengthening your employees' engagement and commitment.

STRATEGY

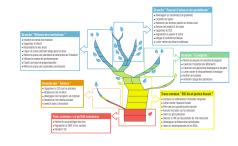
TRANSFORMATION

INNOVATION

CITIZEN PARTICIPATION







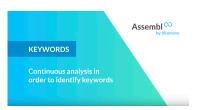
bluenove opening organizations:

Potential value for our partners' clients

- Mobilize communities on a large scale (hundreds and thousands of participants) around key stakes and challenges to co-create new solutions and deliver strategic insight in a short space of time.
- Analyze and leverage large amount of data to make more insightful decisions
- · Organize faster, smarter and more massive seminars delivering value in real time

Use cases and client situations

- **Grand Débat National**: bluenove partnered with Cognito to analyze 2 millions contributions of French citizens during Grand Débat National in less than 1 month and delivered 2 outputs to French Prime Minister: first, a dataset of 671 proposal categorized in 8 themes and second, key facts on the segmentation of the population preferences: Knowledge Tree showing the priorities and dichotomies within the population.
- **Decathlon:** An open consultation to Imagine the future of swimming with all stakeholders (employees, suppliers, swimmers, athletes...) by 2030 for Nabaiji brand.
- Société Générale: A 6 weeks debate with the TOP1300 Executives worldwide to open dialog with the ExCo (CEO and 5 VPs) and discuss 2020 strategy, orientations and priorities.
- **Engie:** Mobilize all the group's employees to contribute to the strategic plan developed at the end of 2018, in a context where Engie aims to become a Purpose Company through the deployment of green energy.
- **SNCF**: "Our new SNCF" is a strategic project launched by SNCF in a context of uncertainty and paradigm shift towards open markets. The online conversations on Assembl gathered and the 500 local meetings gathered more than 3000 participants.
- **EDF:** Launched in December 2017, the "Let's Talk Energy" initiative aimed to mobilize more than 10,000 people on the online platform Assembl for 6 months to enrich the group's vision. This was and remains the largest consultation ever carried out by the company.



Click on the videos to discover Assembl's analysis features