

Echantillon de cas EDHEC OPEN INNOVATION  
(2012-2018)

<b>Air liquide</b>	Transforming market food waste	<b>La Poste</b>	Imagine innovative commercial communication solutions for the luxury industry
<b>Accenture</b>	Revolutionize the 2020 customer journey with intelligent automation	<b>Libertrip (Startup)</b>	Define the new travel agent (for tailored trips)
<b>BNP</b>	Design a climate physical risks assessment kit	<b>La redoute</b>	Build an online sensory experience
<b>Bonduelle</b>	Develop vegetable products consumption in quick service restaurants	<b>Le Bon Coin</b>	Develop offline presence of Leboncoin.fr
<b>Bouygues Telecom</b>	Imagine new call management applications	<b>Leroy-Merlin</b>	Build "Do it with you" new service offering
<b>Carrefour</b>	Conceive a "design by Carrefour" connected object	<b>L'Oréal</b>	Reinvent the hairdressing experience for the 20/35 years old
<b>Casino</b>	Evaluate potential for a new generation of packaging	<b>Mazars</b>	Reinvent the integration process of experimented new hires @Mazars
<b>Christian Dior Couture</b>	Turn massively online contacts into store visits	<b>Michelin</b>	Social media opportunities
<b>Crédit agricole</b>	Imagine new insurance services with connected objects	<b>Microsoft</b>	Design the future of Surface for students
<b>Danone</b>	How to reduce the impact of Evian consumption on the environment.	<b>Mondelez</b>	Recruit 15-25y for Granola brand
<b>Dassault systèmes</b>	Build a 7-days program to boost an IoT startup on a global scale	<b>Neovia</b>	How to develop centric relation with consumers of animal proteins and anticipate or reply to their needs ( Granador or RoyalHorse)
<b>DBApparel</b>	Create business models for consumer D.I.Y experience of mass personalization	<b>Orange</b>	Conceive a Digital collaborative community for co-creating Cloud Services with Small & Medium Enterprises
<b>Decathlon</b>	Spread out "Personal Coach" on the tennis planet (Artisan)	<b>Schneider Electric</b>	Imagine a Personal Transportation System for Tomorrow's Smart Cities
<b>Deloitte</b>	Design a dynamic & mobile Innovation Lab	<b>So Local</b>	Design a journey integrating So Local services and IOT for home or personal health
<b>Dentsu Aegis media</b>	Develop Adidas France World Cup Communication plan	<b>SOMFY</b>	What type of parking solution can Somfy make for the sharing economy?
<b>Etam</b>	Become the most attractive place to buy Intimates	<b>Sony</b>	Leveraging products and content ecosystem
<b>Groupe Renault</b>	Dacia community activation	<b>Sopra Steria</b>	Make a connected home available to all
<b>Groupe Rocher</b>	Reinventing house cleaning	<b>Tata communications</b>	Video collaboration go-to-market strategy
<b>Groupe Seb</b>	Seeling a techno advanced Tefal Iron through Amazon	<b>TBWA</b>	Create tomorrow's travel for SNCF
<b>Happy chic</b>	New life for recycled garments	<b>TF1 Games</b>	Create a NEMO Action-Game for 4/8y old Kids
<b>Ingenico</b>	How to improve payment experience in self-service petrol stations ?	<b>Ubisoft</b>	Create a VR experience for non hard core gamers
<b>Lactalis</b>	Imagine new cheese blockbuster	<b>Unilever</b>	Modernizing the Elsa brand and recruiting new buyers
<b>La banque postale</b>	Boost awareness and image on snapchat	<b>Volkswagen Groupe France</b>	Increase client's loyalty to our workshops