

Creator Space™

The BASF way to innovate innovation.

Christian Beil

#IntraCnf - Stockholm 17th May 2017

BASF turned 150 in 2015

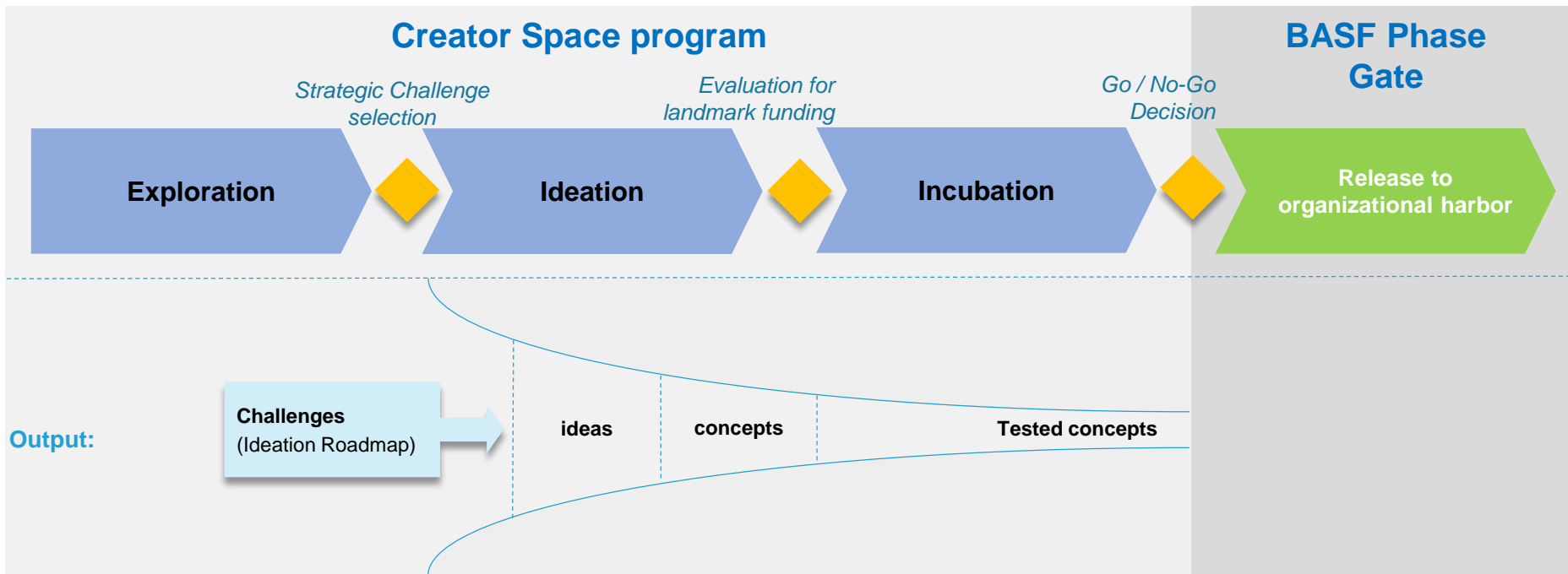
Throughout the anniversary year, we **celebrated** our company and its rich history...

... but also shaped the future through new ways of innovating with our partners – **Creator Space™**.



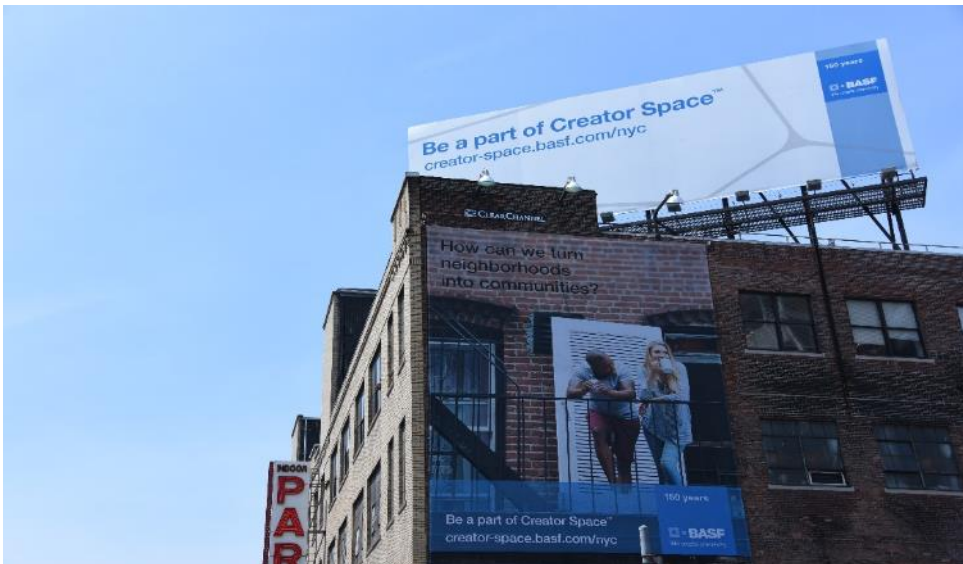
Creator Space™

A structured program* at the innovation front end



*Focus on business model innovation (with or without new technology)

Creator Space – 2015 at a glance



[Click for the video](#)

**50 exploration & ideation activities
in 25 countries**

6 tour stops

3 science symposia

**Online system with discussions
in 10 languages**

Creator Space tour provided the frame for many exploration & ideation activities



3. New York City

5. Barcelona

6. Ludwigshafen

1. मुंबई (Mumbai)

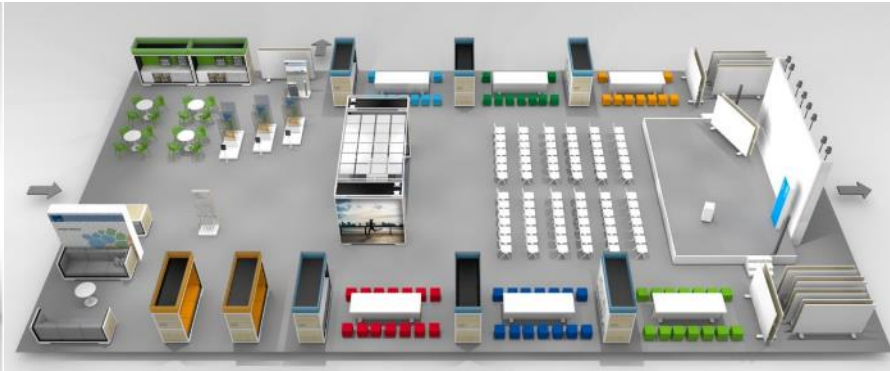
2. 上海 (Shanghai)

4. São Paulo



Creator Space tour interior

Inspiring design to set the stage for the activities



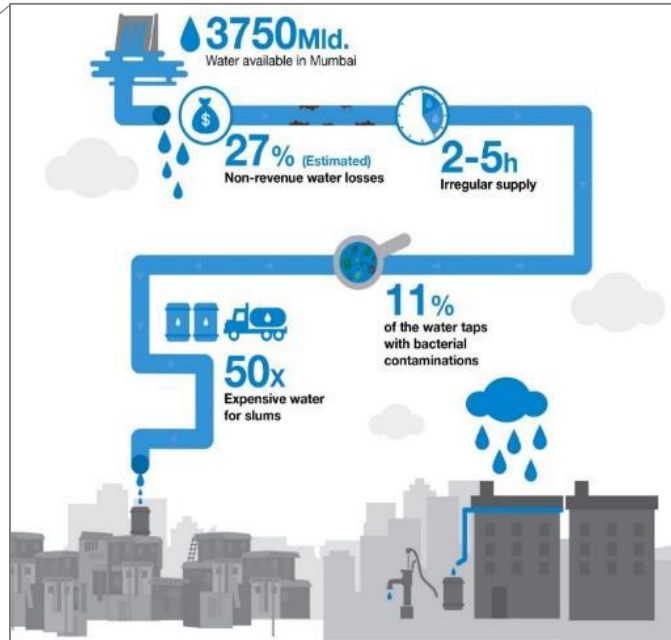
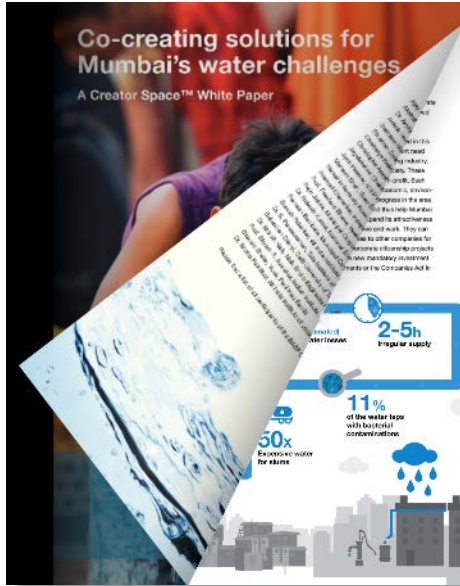
Example - Customer co-creation with Daimler Buses on the “Bus of the Future”



[Click to watch video](#)



Example - Summit and Empathic Design for water in Mumbai



Example - Jamming and customer co-creation lead to “Low Income sustainable house” in Brazil



Example - Open innovation challenge

Solutions for stationary energy applications identified



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON, DC



CHALMERS



Example – Employee Idea Contest & pitch to leverage the power of the internal crowd



- First time in the history of our company
- Air, transport, and water as main challenges
- Use of internal platform: Connect.BASF



Aims of the employee ideation activity

- Leverage the power of 113,000 employees
- Connect diverse minds across organizational boundaries - cross-unit and cross-region - to create business opportunities for BASF
- Include homeless ideas from many individuals by engaging leadership in setting the right environment for innovation and collaborative behaviors
- Appreciate individual employees by giving them visibility and recognition in the organization

Process - Employee ideation activity

Urban Living Idea Contest

June 1-15



Pre-Engagement

- Launch via Michael Heinz Video
- Employees joining connect.BASF to familiarize with platform & challenges

Award Ceremony



The winning team receives funding & support to develop the idea

June 15-July 31



Idea Submission

- Opening of submission window
- Ideas can be submitted under three sub communities of air, transportation and water

Nov 30



Final Pitch

- The Top 10 will pitch their ideas to jury in front of audience in Ludwigshafen

Aug 17-Sept 15



Voting top 30

- Crowd voting
- Top 10 from each sub-community advance to next round (total 30)

Oct 16-Nov 27



Pitch Training

- Online preparation begins October 16
- Pitch Training in LU prior to Final Pitch

Sept 15-30



Refinement

- Top 30 have chance to refine their ideas
- Submission of refined Ideas

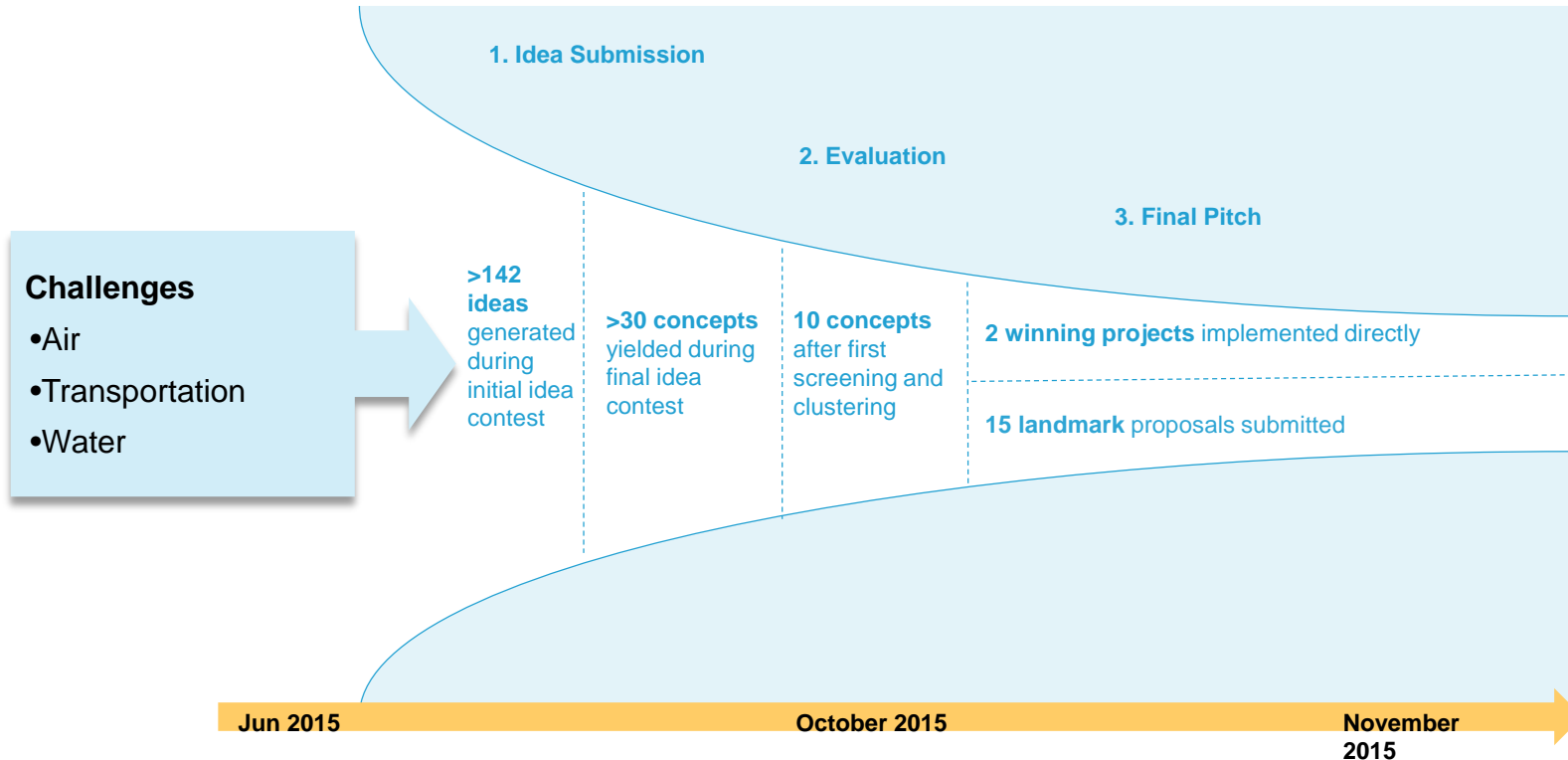
Oct 1-16



Evaluation of top 10

- Evaluation team selects best 10 Ideas based on predefined criteria

Plenty of ideas generated to kick off new projects



Creator Space – 2015 achievements

Stakeholder

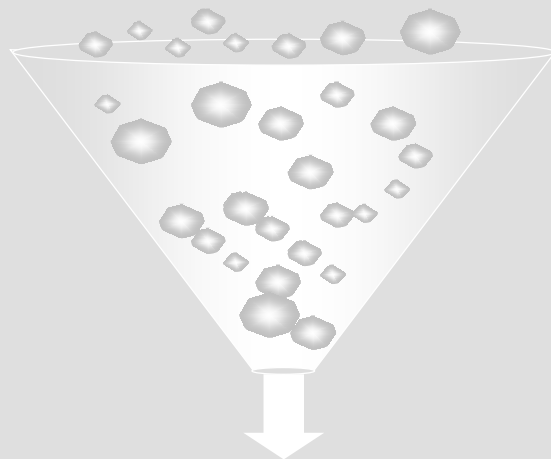
10,000* external and internal people involved in Creator Space activities

4.5 million online visitors
12,500 users discussed online

900 joined in-class trainings & webinars for **8** co-creation and open innovation methods

50 exploration & ideation activities

> 1,000 ideas



500+ concepts

Results

100+ projects for direct implementation
(short and mid-term)

67 landmark proposals
(long term)

Immediate wins with existing products
(additional sales)

Awards and attention by innovation and management literature - Highlights

Literature

Harvard Business School Case Study

Kasturi Rangan
(Malcolm P. McNair Professor of Marketing)



Harvard Business Manager

Article on BASF – Daimler Buses Co-creation



IESE Business School Case Study

Professor Antonio Davila
(Alcatel-Lucent Chair of Technology Management)

Harvard Business Review Webinar

“You can’t Collaborate Unless You Agree on the Problem” [link](#)

The European Business Review

Featured in the article “The Appearance of Innovation” [link](#)

Awards

Open Innovation Champions Award 2016

for Energy Contest

HR Excellence Award 2015

for Corporate volunteering contest
“Connected to Care”

Galaxy Awards 2015

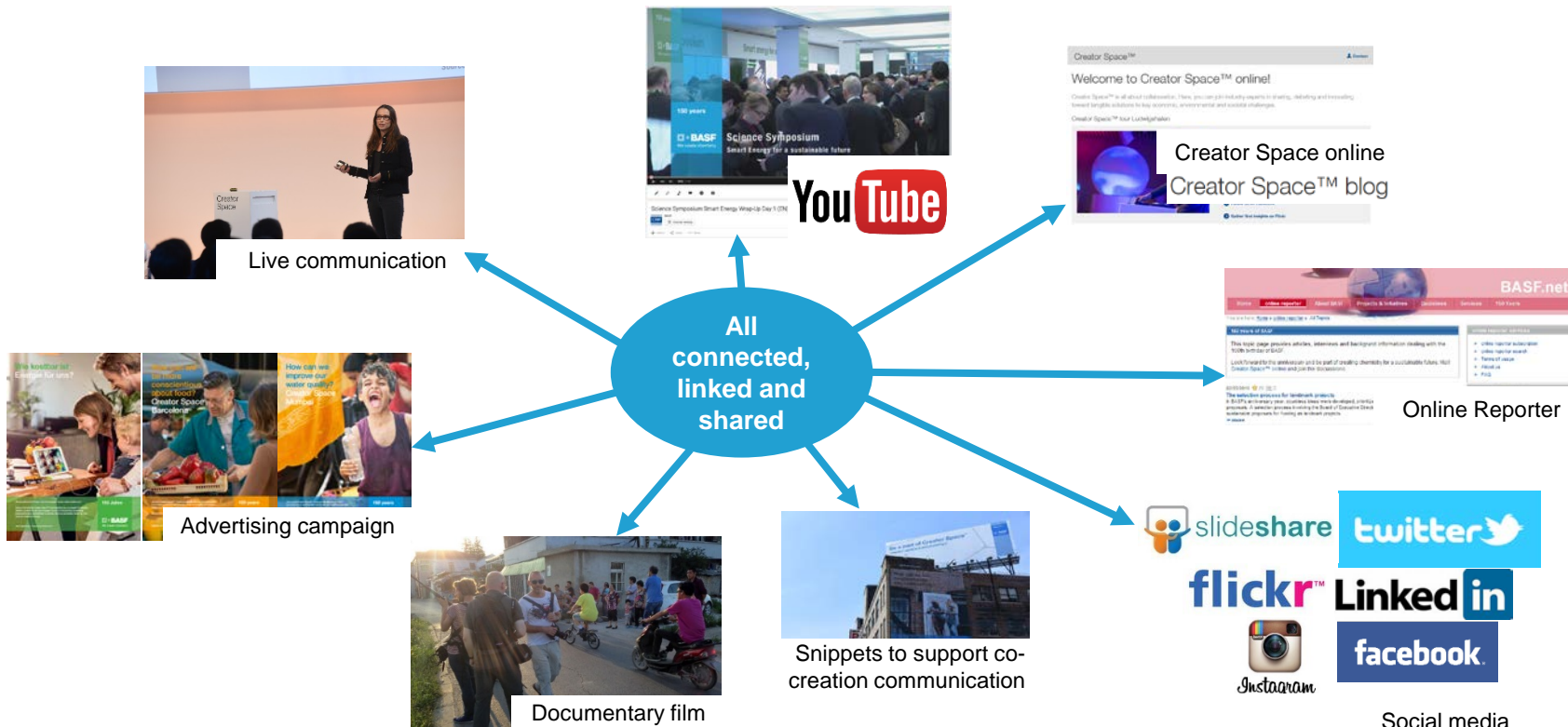
for Corporate Social Responsibility & Community
Involvement

BASF Awards 2015

for employee pitch winners



Communication approach designed to position Creator Space internally and externally



Creator Space™ Documentary Film made the anniversary program tangible and emotional



- In 2015, the award winning Documentary Director **Thomas Grube** followed inspiring co-creation activities and events around the world.
 - **Authentic** humanity, an **international** appeal, well crafted **emotional** story telling and a strong visual language typify Grube's films.
 - Many [Co-creation activities](#) and [interview snippets](#) inspired **our target groups**, mobilized them to participate in the online and offline activities, and amplified the message for non-participants.
- In short, the Documentary Film and its formats made the whole anniversary program [tangible](#).

Join Creator Space and help to ...



**Collaborate on solutions...
... for a sustainable future!**

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We create chemistry