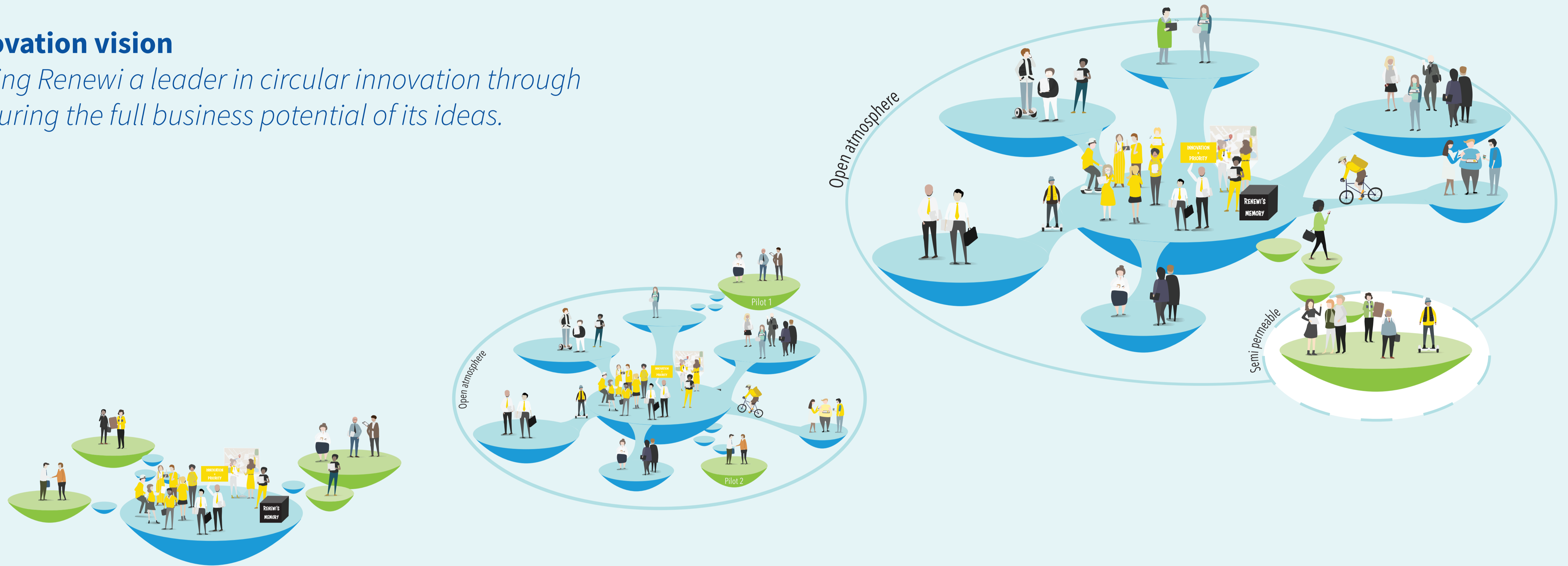


IMPROVING THE INNOVATION PROCESS IN A LARGE CORPORATE: A CASE STUDY FOR RENEWI.

Innovation vision

Making Renewi a leader in circular innovation through capturing the full business potential of its ideas.



HORIZON 1

ACTIVATING THE AMBASSADORS

Utilize a central team to promote a culture of innovation, establish a well-organized innovation portfolio, and receive backing from senior leadership.

HORIZON 2

EXPLOIT THE INTELLIGENCE NETWORK

Foster knowledge communities and map Renewi's intelligence network, while instilling a sense of urgency for innovation among middle management.

HORIZON 3

BEYOND RENEWI'S BORDERS

Establish one way of innovating and prioritize protecting intellectual property. Learn from experienced business leaders to expand Renewi's knowledge and spot opportunities. Establish an external innovation hub for experimentation.

Elisa Bloem
 Improving the innovation process in a large corporate: A case study for Renewi
 February 27th, 2023
 SPD, Graduation poster

Committee E.J. Hultink - Chair
 J. Coelen - Mentor
 E.J. Mul - Company supervisor
Company Renewi plc.

