

China Light & Power

Innov8

- Collect Ideas from Employees
- Collaborate Across Geographies and Languages
- Execute Actionable Ideas



CLP is a leading power provider in the Asia-Pacific region. Established over a century ago, CLP today manages more than 80% of Hong Kong's population and has a significant presence in China, India, Australia and SE Asia. The company was an early adopter of low-carbon technologies and is committed to providing innovative energy solutions for its customers. To accelerate progress, CLP embraces latest innovation management methods and tools like Brightidea.

The Challenge

CLP operates in a very competitive market, even in Hong Kong's regulated market it constantly looks to improve its services. CLP realized that improving efficiency and securing the latest technologies now will grow its competitive edge for the future.

With a corporate commitment to reduce CO2 emissions intensity by 75% by 2050, CLP also needed to prioritize the rapid development of effective new technologies to deliver on this promise.

Faced with these challenges, the company's Group IT wanted to leverage their employees' knowledge and ideas to find innovative solutions. In order to do that, CLP needed to strengthen its collaborative culture, lower cross-departmental communication barriers and encourage active employee engagement.

The Solution

Joe Locandro, the Director of Group IT at CLP, decided to implement a corporate web-based innovation platform for employees to collect their ideas and foster collaboration and creativity.

Brightidea's innovation software was chosen

as the fitting solution to power the initiative. "Brightidea was the best choice for CLP. Their software is quick and easy to implement and provides the flexible functions we were looking for," Locandro explained.

Together with Brightidea's team, CLP developed "innov8", a CLP-internal website built on Brightidea's WebStorm application where employees can submit, vote and comment on ideas. With an intuitive, "Facebook-style" look and feel, the WebStorm site also offers comprehensive social features to facilitate collaboration. The website was set up to support both Chinese and English.



The innov8 platform was initially released to CLP's IT department. The first campaign called "Next Generation Workspace" (NGW) asked the department's employees for suggestions on how they could improve employee's desktop computing experience. To communicate senior management support for this initiative and drive adoption, Joe Locandro personally announced the NGW idea campaign via instant messages to all Group IT employees. An internal marketing campaign increased awareness and educated employees about the new innov8 system. Incentives in the form of HK\$100 weekly gift vouchers and lunch vouchers were offered for top contributors. The campaign ran for 4 weeks and showed a participation rate of almost 100 percent – a great start for the innovation platform.

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JOE LOCANDRO
Director of Group IT at CLP

Industry

- Energy

Challenges

- Collaborate across corporate silos and geographies
- Identify emerging technology trends
- Improve process efficiencies

Solution

- Online employee innovation platform powered by WebStorm
- Streamlined idea evaluation with Switchboard
- Management support and marketing to drive participation

Results

- Discovery of new technologies and solutions
- Improved employee collaboration and engagement
- Public recognition of CLP as innovation leader

Gradually, the innov8 platform was rolled out to the entire organization. With support across the senior management team, Joe Locandro and his team maintained the initial momentum, driving success through consistent promotion and rewards systems for all idea campaigns.

Among the new WebStorms was Process Busters, a campaign to identify Group IT process improvements for better, more efficient customer service. Earth Heroes, another successful initiative, sought ideas to contribute to Hong Kong's Energy Efficiency & Conservation program, which was accompanied by a broad marketing campaign featuring posters of CLP's top management as action heroes and more recently Sustainability Jukebox, a regional campaign to get all employees to contribute to its sustainability strategy.

CLP defined processes using Brightidea's Switchboard software as a tool to ensure timely and thorough idea evaluation. For easy, real-time tracking and reporting of program metrics, a leading-edge data visualization tool was integrated into the CLP innov8 system to provide insights into performance and look for ways of continuously improving the effectiveness of campaigns.

With each campaign the top ideas were selected for execution. Locandro explains: "Once the top proposals were chosen, everyone was updated and informed of the ideas' implementation process." By delivering results at the end of each ideation cycle, CLP encourages continued participation and support.

Results

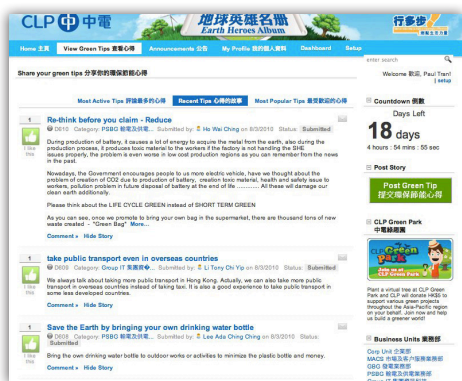
CLP has achieved great results through the hundreds of ideas collected with innov8 so far. For example, the Process Buster campaign had over 120 ideas submitted and over 430 votes casted by approximately 200 users. The winning idea of the Earth Heroes challenge was a "Virtual Tree planting" campaign to create environmental awareness among employees. For each virtual tree planted in an online landscape on the corporate intranet CLP donates HK\$5 to green initiatives around the Asia-Pacific region.

The company has been named a winner of the IDC Enterprise Innovation Awards 2010 for innov8, and was a finalist for the MIS Asia 2010 IT Excellence Awards in Knowledge Management.

"innov8 gives us the platform to connect, collaborate and innovate across geographic boundaries," Joe Locandro states. Innovation through employee collaboration will continue to be a core pillar of CLP's corporate culture and performance, ensuring the company's position as a leader in the energy industry.

“ innov8 gives us the platform to connect, collaborate and innovate across geographic boundaries. ”

JOE LOCANDRO
Director of Group IT at CLP



CLP's Joe Locandro Earn Top Recognition

For an online demo and more information contact Brightidea today at 212-594-4500

<http://www.brightidea.com>