

A black and white photograph of an astronaut in a full spacesuit standing on the lunar surface. The astronaut is wearing a helmet with a reflective visor and has an American flag patch on the right shoulder. The background shows the dark, cratered surface of the moon.

Danfoss

MAN ON THE MOON

2015

nosco

THE CLIENT

Danfoss produces products for heating, refrigeration and air conditioning. The company has 79 factories and 23,400 employees worldwide.

“Man on the Moon” is an annual event involving every employee in Danfoss. The mission is to collect and develop innovative ideas for the next breakthrough products.

THE CHALLENGE

Danfoss has realised that bringing together a group of experts is not enough to achieve radical innovation.

The company needs to exploit the knowledge and ideas of all its employees. This has led to the “Man on the Moon” concept.

However, involving thousands of people in a high-profile event like “Man on the Moon” makes an effective platform to host the event a cornerstone for its success.

Also, history at Danfoss clearly shows that radical new ideas struggle to get through the early stages of development, unless there is a team with the right competencies to back it up.

THE SOLUTION

In essence, Idea Exchange makes it extremely easy to involve and motivate thousands of people. “The Star Game” is a special version of Idea Exchange, customised to “Man on the Moon”, in which great effort has been put into making Innovation Dating easy: matching business ideas with people who possess the competencies to bring them to life.

For an idea to advance to the development phase, it has to be backed by four people with different competencies within marketing, sales and engineering. Innovation Dating works both ways. If your idea hasn't already got a team when it's submitted, you can browse coworkers' profiles to find the right competencies and ask people to join the team. Or you can look for ideas that lack competencies matching your own, and ask to join the team backing the idea.

THE RESULT

It is the ambition of Danfoss to collect, support and develop radical new ideas with the potential of making a big difference in the market. With the help of the Nosco software, Danfoss now has a tool that makes it possible to match the right people with the right ideas. It is a key benefit that this happens through personal interest: people and ideas find each other, creating a valuable synergy that might never have arisen otherwise.

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A SOCIAL PLATFORM FOR IDEAS

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