

# Case Study

## Innovia Innovation Hub

[innovia-innovationhub.com](http://innovia-innovationhub.com)

**Net  
Construct**

**Industry**  
Intranet

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## Background

Innovia Films is a leading global manufacturer of two “families” of speciality products which are supplied into the packaging, labels, tobacco overwrap, and securities markets - Biaxially Oriented Polypropylene (BOPP) and Cellulose-based films.

Worldwide, Innovia employ 1,350 people, who are a valuable source of ideas for company-wide innovation and improvement. Innovia wanted to be able to give all staff the opportunity to contribute ideas for the success and future company development, as well as to provide a method of sharing ideas within the group.

## Goals

- Innovia Films were looking to create an online portal where employees can post, collaborate, and share ideas.
- The aim is to identify innovative new products for development or additional use or markets for existing products, as well as to position Innovia Films at the forefront of innovation within their industry.
- Innovia needed to create an environment that is engaging, warm, friendly, and inclusive; somewhere where users are inspired and encouraged to offer ideas or comments to others. Contributors need to feel that their ideas are valuable and that all submissions will be considered.
- The first phase of roll-out for the new hub was to internal staff at Innovia Films, across the world.
- The second phase will be rolled-out to a much wider audience, including Thought Leaders.
- An intranet solution was determined to be the most appropriate medium to satisfy these requirements.

## Challenges

The main challenge lay in the design of the site, which had to appeal to a global audience and also encourage active participation. NetConstruct resolved this challenge by keeping the homepage design minimal, and including a key themes graphic and including video content to inspire users.



## Solution

NetConstruct created a visually clear and easy-to-navigate website with a secure login, because this area is not intended to be publically accessible. The login details had to also include a field for the contributor’s country, because Innovia is a global company.

Once logged into the site itself, the layout had to be intuitive and informative with clear signposts and instructions in order to encourage active, ongoing, and increased participation.

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*“Net Construct captured our vision for our internal Innovation Hub perfectly. The work was undertaken in two sprints, the first to create the site ensuring it has the look and feel of a social network and a community where all ideas are good ideas. The second sprint added more functionality gathered from the initial users of the site. We have gradually rolled the Innovation Hub out across the business, worldwide, implementing detailed training and communicating expectations. It has inspired an Innovation community within Innovia Films and given us a tool to manage the multiple ideas generated, exactly what we had hoped for.”*

**Patricia Potts**  
Global Communications Manager  
Innovia Films

The new homepage highlights current and past contributions:

- Users can see all the posted ideas, who the author is, what country they’re from, how many views, and comments/likes an idea has received
- Users can filter by broad category or area of interest/expertise
- Clicking on “View Conversation” will take the user through to the “Idea Detail” page
- The ideas will be sorted by newest first

NetConstruct also designed an Ideas Detail page with the ability to add associated documents, comment upon or “like” the idea, and share with, or refer it to, a colleague. NetConstruct also incorporated the ability for the original contributor to be kept informed of likes/shares/comments – or opt out of such information if required.

Widgets were used to add additional functionality including:

- Hot conversations (used to highlight top ideas)
- Top countries
- Best idea of the month

Email notifications are an important feature of the site – to acknowledge registrations and contributions, and video was also a valuable addition. Films included on the site are designed to provide inspiration and guidance.

**If you want some inspiration watch these clips:**

[Innovation Hub Overview](#)

[Where do good ideas come from?](#)

Videos also highlight success stories – telling the story of the contribution from initial submission through development and instigation to finally, success.

## Results

Innovia are thrilled with the success of their site so far. Participation has been much greater than they had expected, and they have already put four innovative ideas into development.

## Key criteria for choosing Kentico

- Because Kentico is already a platform with which Innovia are familiar – Films, Systems, and Group also use Kentico.
- Innovia have a ten- site base license
- Membership
- Security
- Functionality
- Able to upgrade to EMS at a later date