

### FORTH Project Details

Sector: Construction

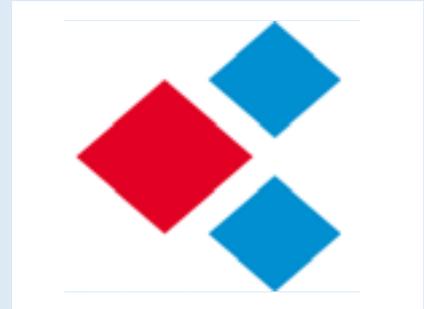
User: Struyk Verwo Infra (a CRH company)

Country: The Netherlands

Year: 2019

Online  Offline

Facilitator(s): Mathijs Niehaus & Gijs van Wulfen



### Innovation Assignment:

Struyk Verwo Infra, a CRH company, is the market leader in the Netherlands on “concrete solutions for the public space”. The assignment was: “We want to maintain our role as market leader and want to grow our company. That’s why we are looking to surprise our clients with 5 breakthrough concepts for the outdoor space.”

### Highlights of the process:

We had all our directors involved in the extended innovation team. The logistic director even acted as Project Lead and we managed to get our dream core team. We had extensive contact with our target groups in the *Observe & Learn* and *Reflection* phases. We had inspiring *Observe & Learn* workshops to bring the team out of their comfort zone. We generated 1,076 ideas and 16 new concepts. And we challenged each other to show guts at the homecoming phase and not to go for the safe way - because we wanted surprising breakthrough concepts.

### Main results:

The FORTH process delivered 5 mini new business cases from which 4 were selected for implementation. Being in real contact with the target group was very valuable. During the homecoming phase this contact even led to the start of a pilot project.

