

FORTH Project Details

Sector: Chemical Industry

User: HUNTSMAN Elastomers

Country: APAC region

Year: 2019

Online Offline

Facilitator(s): Jeffery Zhang, Gijs van Wulfen



Innovation Assignment:

In 2017, the Elastomers Division of Huntsman successfully implemented FORTH in Europe and decided to replicate the process in APAC in 2019. The goal was to create 4 new business cases for new unique offerings (products, services, brands, business models), targeting present and new customers in all urethane elastomer applications

Highlights of the process:

The six months FORTH journey, which was located in Shanghai, was disrupted by the Corona virus outbreak begin 2020. The first three phases were conducted live and the Test Ideas and Homecoming phase were 100% online. The highlight of the process were the 1043 ideas we generated at the two-day ideation workshop in Shanghai with a wonderful group of twenty people consisting of the core team, the sponsors of the leadership team, other Huntsman specialists from 3 continents.

Main results:

The core team developed 5 mini new business cases with new offerings for the APAC region, one more than demanded, which were presented in the online end presentation to the global leadership team of the Elastomer Division April 2020. They decided to implement three out of the five business cases. All three projects are staffed, funded and now in the R&D development phase.

