

FORTH Project Details

Sector: Industry (Chemical)

User: HUNTSMAN Elastomers

Country: Europe

Year: 2017

Online Offline

Facilitator(s): Denis Turmel, Gijs van Wulfen



Innovation Assignment:

In 2017, the Elastomers Business Unit of Huntsman Polyurethanes decided to increase the number of breakthrough innovations to balance its project portfolio. The goal was twofold: to create sustainable high-value businesses, as well as to deploy an innovation and learning culture.

Highlights of the process:

After six months and eight innovation events of several days, mobilizing a team from seven different countries over three continents, the FORTH team delivered six businesses cases. Four of these were selected by the leadership team to be pursued. Highlights of the process were the more than 125 customer frictions discovered in the Observe & Learn phase and the 1133 ideas generated at the two-day ideation workshop in Brussels.

Main results:

The first mini new business case has been successfully launched in the market in 2021. Following this successful pilot, The Elastomers Division of Huntsman decided to replicate the FORTH process in APAC in 2019 and in the USA within two years. The FORTH innovation method has become Huntsman's front-end-innovation method to create market-validated opportunities and is now an integral part of its strategy process.

