

FORTH Project Details

Sector: BtB Services (Waste Management)

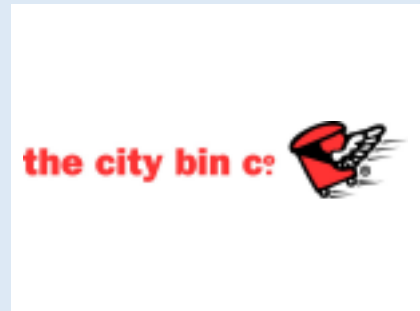
User: The City Bin Company

Country: Ireland

Year: 2014

Online Offline

Facilitator(s): Gijs van Wulfen



Innovation Assignment:

The management of The City Bin Co has been internationally recognised in the top 5% globally for the best business practices. The FORTH project was named Florenza. Determined to see how far FORTH could take them, they committed their best staff to the exercise. Ambitious financial goals with timescales were identified.

Highlights of the process:

Deep technical analysis was done of the current highly competitive market conditions in B2B waste management sector in Dublin. 3 focus groups were conducted with B2B clients and a 44 customer frictions were identified, 837 ideas were generated during the ideation workshop in Galway and the top 15 ideas were selected and worked out in new concepts. After testing – 5 concepts were made into attractive business cases.

Main results:

After the Final Presentation, 3 out of the 5 new business cases were taken forward for implementation:

1. Online Business-to-Business waste management platform, developed in the USA.
2. A 'City Bag APP' to provide extreme customer service to B2B waste clients.
3. A Franchise concept for B2B waste management.

