

FORTH Project Details

Sector: Industry (Cardboard)

User: ESKA Graphic Cardboard

Country: The Netherlands

Year: 2013

Online Offline

Facilitator(s): Gijs van Wulfen



Innovation Assignment:

Eska has a 25% market share in the total world market for solid cardboard. As this market is declining, they used the FORTH innovation method to come up with mini new business cases for evolutionary and revolutionary products and or services.

Highlights of the process:

The core team consisted of 10 employees and the board of directors part of the extended team members during the FORTH expedition. The CEO, Kees van Zijderveld was the internal client, Innovation specialist with Ruben Lukas was the project leader. After discovering many customer frictions and generating almost 1000 ideas, the team delivered 5 new business cases.

Main results:

Eska took one of the business cases “Black cardboard”; a quick win, immediately into production. Three mini new business cases entered the development phase, and one was ‘killed’. The so-called by catch of FORTH: ‘starting a culture of innovation’, was considered by the CEO of Eska as one of the main results of the project.

