

Grand Final of EDHEC Open Innovation 2015

Three student teams from EDHEC Business School and Centrale Lille take home top awards for their creations

Paris, 15 April 2015 – The Grand Final of EDHEC Open Innovation 2015 took place on 14 April on EDHEC's Paris campus. A jury of five judges who work in business innovation and entrepreneurship selected three winners from eight student teams that made it to the grand final of the competition, which spanned 12 weeks in all.

4th Edition Winners:

1st prize: Team LEROY MERLIN

Build "Do it with you" new service offering

2nd prize: Team UBISOFT

Create a new « Rabbids » video game experience

3rd prize: Team CREDIT AGRICOLE

Imagine new insurance services with connected objects

The Jury:

Nicolas de Cordes, Vice President of Marketing
Anticipation, Orange

Matthieu Vetter, founder of Silex ID

Dimitri Peucelle, General Director, Dyson France

Anne Zuccarelli, Director of Entreprises & Careers,
EDHEC Business School

Anne-Laure Vincent, Co-founder of the site
www.marmiton.org, and president, Alternative
Digitale

EDHEC Open Innovation brings large companies and students together to work in tandem on a creative project over roughly three months on EDHEC campuses in Lille and Paris. The fourth edition of this unique event focused on 19 practical innovation case studies and assembled 770 students from EDHEC Business School and Centrale Lille, 21 partner companies, 70 managers, and 20 professors.

The Open Innovation seminar is a practical manifestation of the "EDHEC for Business" motto that guides EDHEC's relations with companies. Based on a pedagogical co-production approach, the seminar is prepared and run by mixed teams of professors and managers and combines a theoretical approach with practical production and immediate feedback to student teams. "The ability to innovate will be key to our students' future success", said Anne Zuccarelli, Director of Enterprises and Careers at EDHEC. "Innovation is at the heart of all EDHEC degree programmes".



The corporate partner's pedagogical involvement is a key player in the development of the young people taking part in the seminar, while also providing the company with visibility and close contact with students searching for gap-year internships. For students, this close contact with managers allows them to benefit from a genuine transfer of skills through practice and simulation, "learning by doing". The seminar provides the opportunity for them to appreciate innovation as a structural component of all companies and to sensitise them to the entrepreneurial approach. This participatory and fun event offers companies the chance to develop creative product innovation and employer branding concepts.

21 CORPORATE PARTNERS:



About EDHEC Business School

- 5 campuses: Lille, Nice, Paris, London and Singapore
- 6 200 students and 10 000 participants in executive education, conferences and seminars organised in 28 economic capitals around the globe
- 20 degree programmes: Bachelor, Master in Management, Master of Science, MBA, PhD
- More than 30 000 graduates in 120 countries
- 142 permanent professors and 810 visiting lecturers
- 13 research and teaching chairs
- €87m budget, 1/3 from corporate funding and 20% invested in research
- One of 60 business schools in the world with triple accreditation from EQUIS – AACSB – AMBA

EDHEC Business School aims to be recognised for high-quality research and education, and for innovative ideas and tools that impact business. This "EDHEC for Business" strategy is underpinned by excellent academic research, the results of which are systematically disseminated through EDHEC's academic programmes, and to the business world and society at large. For more information, please visit: www.edhec.edu

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