

“CHE IDEA!”: A VOICE FOR INDIVIDUALS

An idea management initiative which brings out collective company intelligence. The account of those involved.

For a number of years, Magneti Marelli has been working to strengthen and accelerate the capacity for innovation through external contamination, principally through partnerships with research centres and universities, but also with the involvement of those who work on a daily basis in the Company and who are holders and carriers of specific knowledge, ability and experience: the employees.

In line with this idea, in 2016 Magneti Marelli promoted the “Che Idea!” initiative, a project for the generation of ideas, created with the aim of developing among employees the culture of innovation, using collective intelligence as leverage.

The more than 9,000 Italian employees were called on to take part in the project through innovative ideas regarding internal processes, products and services in four specific categories: sustainable mobility, connectivity, safety and open space. For each category, one or more Challenges were provided for; Calls to action, which were aimed at focusing on more specific themes. The ideas, which were uploaded by participants onto an online platform, were assessed by an internal jury, which decreed a winner for each category. The project also included an award for the most active user and for the contributors involved in creating the winning idea for each of the four categories.



IDEAS POSTED



ACTIVE USERS

Users who posted ideas, commented or “liked” other ideas



COMMENTS



VOTES



VISITS
to the platform

SUSTAINABLE MOBILITY

Challenge
«I travel and recharge!»
Goal

Recover the energy from the vehicle which would otherwise be lost and therefore go unused.

“TRAVELLING IN THE SLIPSTREAM HELPS ME TO SAVE AND RECHARGE”

by Renato Bellini, Transmission Control Product Line System Validation Specialist

Idea

The solution consists in an innovative management system for automatic speed regulation, thanks to which the vehicle ahead can communicate with the one behind, regulating speed and braking, and consequently reducing consumption.

«About ten years ago, while I was driving along the motorway, I received a telephone call: I slowed down and found myself travelling behind a truck. I noticed that the closer I got to the truck, the lower the rate of fuel consumption of my car was, and I wondered if it would be possible to take advantage of this phenomenon in order to reduce the general level of fuel consumption in cars».

OPEN SPACE

Challenge
«Out of core business»
Goal

Think out of the box: we are looking for the next innovative idea.

“Data logger for sports competitions”

by Stefano Monti, Product Development Application Software Designer Manager

SAFETY

Challenge 1
«Tell me where you’re going»
Goal

Improve the safety of our products.

Challenge 2
«Safe driving at night»
Goal

Find innovative lighting solutions to reduce the number of accidents.

“DETECTION OF RESCUE VEHICLES IN THE VICINITY”

by Flavio Giaccaria, R&D Interiors & Exteriors Designer Senior Specialist

Idea

An application, integrated into the vehicle’s infotainment system, which advises the driver when a rescue vehicle, such as an ambulance or police car, is in the area.

«The involvement of people is always a positive thing and can be advantageous for both the Company, with more motivated staff and potentially valid ideas to develop, and for the employees themselves, who have the opportunity to express themselves, bringing their ideas to the general attention of all».

CONNECTIVITY

Challenge 1
«Fast to market»
Goal

Get new products to the manufacturing stage more quickly than currently occurs.

Challenge 2
«What you need you get»
Goal

Find new services of connectivity which can be installed on-board vehicles.

“NAVIGATION SIMULATOR FOR ASSESSMENT PROCESSES”

by Felice Abramo, Infotainment & Telematics Preventive Quality Continuous Monitoring Specialist

Idea

The system proposes to test and validate, in the laboratory, the software used in the development stage for infotainment systems, without the need to use a test vehicle.

«My know-how helped a great deal: knowing the applications, the development environment and the parts of the simulator allowed me to move with ease and develop my idea in a clear and precise manner».

«I regularly follow broadcasts of various sports events, including Formula 1 and MotoGP, where Magneti Marelli technology is often cited. I noticed that various information regarding the performance of teams and individual athletes is often broadcast. I therefore thought that some telemetry systems similar to those supplied by Magneti Marelli to the Formula 1 and MotoGP teams were already being used by technical staff and athletic trainers, and that our significant experience in this sector could also easily be applied to other sports».