

Air Cargo Innovation Challenge by Lufthansa Cargo - An open innovation contest platform



- 250 Ideas
- 416 Members
- 2,028 Evaluations
- 2,824 Comments
- 4 Resulting Projects

In the past years demand for freight has grown strongly and trend prognoses predict further increases. Reasons for the growth include, among others, rising international sourcing, worldwide trade, and online sales. These factors enhance the need for new, innovative, and sustainable solutions for logistics.

The Challenge – Finding New, Actionable Ideas

While logistics technologies and processes have improved dramatically in recent years, demand for logistics services has also grown dramatically. Therefore companies have to find means to approach these problems and provide viable answers. Lufthansa Cargo is a leading company in the air cargo industry transporting more than 1.9 million tons of freight and post annually, but competition is fierce and cutting-edge products and services are needed to maintain a leading position in the market.

To handle the growing demand and secure customer satisfaction Lufthansa Cargo wanted to find and implement new innovative approaches. The company decided to launch a public online contest as a fast, effective way to collect ideas on how to improve the airline's logistics services. This crowdsourcing initiative offered Lufthansa the opportunity to gather fresh views and suggestions on the issue from people worldwide. Many participants have specific interests in the topic and thus were able to provide a great amount of new customer insights.



The winner of the contest with Dr. Otto
(on the right side)



Contest Platform

<https://innovation.lufthansa-cargo.com>

The Solution – Innovating Together with the Crowd from all over the World

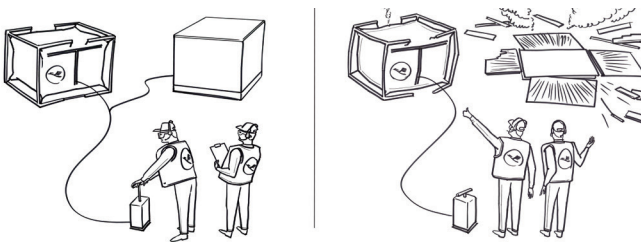
Lufthansa chose HYVE as a partner for the “Air Cargo Innovation Challenge”. HYVE’s IdeaNet® as technology platform for the contest provided participants with an easy way to submit their ideas as well as discuss and evaluate ideas of others. HYVE IdeaNet® engaged participants to collaborate in order to develop and enhance ideas together.

Additional value was created by integrating experts from the company who interacted with the participants on the platform and commented on the submitted ideas. The involvement of experts proved to be highly appreciated by the Lufthansa Cargo contestants and motivated them to work and elaborate on their ideas further leading to high quality results. One user – the final winner of the contest – even submitted a prototype of his innovative idea, a blast – proof luggage container.

At the end of the contest, the involved experts presented a selection of the best evaluated and most promising ideas to a qualified jury including executive managers from different departments, both technical and operative.



The Success – Innovative Solutions



The Winning idea: a blast proof luggage container

Within a period of three months, the “Air Cargo Innovation Challenge” platform generated traffic from more than 12,252 visitors from 102 countries leading to 250 submitted ideas and more than 2000 evaluations.

The generated ideas were as diverse as the contest participants. While some ideas suggested only slight changes or improvements to existing processes and products, others were ground-breaking, new innovations. Jury members and experts were impressed by the expertise of participants and quality of ideas. The winners and most active participants were reward with an invitation to Lufthansa Cargo’s headquarters in Frankfurt where they could present their ideas in front of members of the executive board. Furthermore, the prize packages included a training session in a flight simulator and between 5,000-25,000 Miles & More frequent – flyer miles.

The winning submission, a blast – proof luggage container, will enable air cargo companies to transport explosive materials and products, a market which has not been accessible for them yet due to security issues.



Awarded idea “navigate my cargo”

The second winner, called “Navigate my cargo”, is an innovative booking system that lets customers choose the route of their cargo according to time, costs and expected carbon emission.

“A virtual conference table where Lufthansa Cargo meets customers, universities and logistics experts is a great approach. I am looking forward to our jury meeting and the many good ideas that will help to realize new innovations within our industry.”

DR. ANDREAS OTTO, MEMBER OF THE BOARD PRODUCTS AND SALES



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