



Break-out Session 1

Intrapreneurship – Innovative und nachhaltige Geschäftsideen erfunden von Mitarbeitern

Swisscom, Impact Hub Switzerland und WWF





R. Hartenmeier - M. Schlegel - S. Lötscher - M. Hunkeler

Welcome

Nachhaltigkeit & Intrapreneurship

Was erleben wir heute...!?

- **Innovation/ Intrapreneurship im Kontext von Nachhaltigkeit**
(Sabine Lötscher, WWF)
- **Intrapreneurship: Swisscom Kickbox**
(Ralph Hartmeier, Swisscom)
- **KICKCALL: Intrapreneurship und Nachhaltigkeit**
(Ralph Hartmeier, Swisscom)
- **GreenBox: DEIN nachhaltiges Innovationsprojekt**
(Michael Hunkeler, Impact Hub Switzerland)

Was erleben wir heute...!?

- **Innovation/ Intrapreneurship im Kontext von Nachhaltigkeit**
(Sabine Lötscher, WWF)
- **Intrapreneurship: Swisscom Kickbox**
(Ralph Hartmeier, Swisscom)
- **KICKCALL: Intrapreneurship und Nachhaltigkeit**
(Ralph Hartmeier, Swisscom)
- **GreenBox: DEIN nachhaltiges Innovationsprojekt**
(Michael Hunkeler, Impact Hub Switzerland)

Innovation & Nachhaltigkeit



Sabine Lötscher,

Senior Manager Sustainable Markets, Deputy
Head Markets, WWF Schweiz

Was erleben wir heute...!?

- **Innovation/ Intrapreneurship im Kontext von Nachhaltigkeit**
(Sabine Lötscher, WWF)
- **Intrapreneurship: Swisscom Kickbox**
(Ralph Hartmeier, Swisscom)
- **KICKCALL: Intrapreneurship und Nachhaltigkeit**
(Ralph Hartmeier, Swisscom)
- **GreenBox: DEIN nachhaltiges Innovationsprojekt**
(Michael Hunkeler, Impact Hub Switzerland)

Turn employees into intrapreneurs

KICKBOX
powered by Swisscom

 CORPORATE
STARTUP
AWARD

The Best Corporate
Entrepreneurship 2018

KICKBOX PROGRAMM: HOW EVERYTHING STARTED & WHERE WE ARE HEADING

TNW
THE NEXT WEB
Idea

Lightbulb icon
Pilot
No Bla, Just Do!
by KICKBOX

Lightbulb icon
Implement

Lightbulb icon
Scale



HOW CAN YOU FIND AND SUPPORT THE RIGHT IDEAS AND INTRAPRENEURS?



TWO GOALS: Business Impact & Transformation



IMPACT

Create the next disruptive business case!

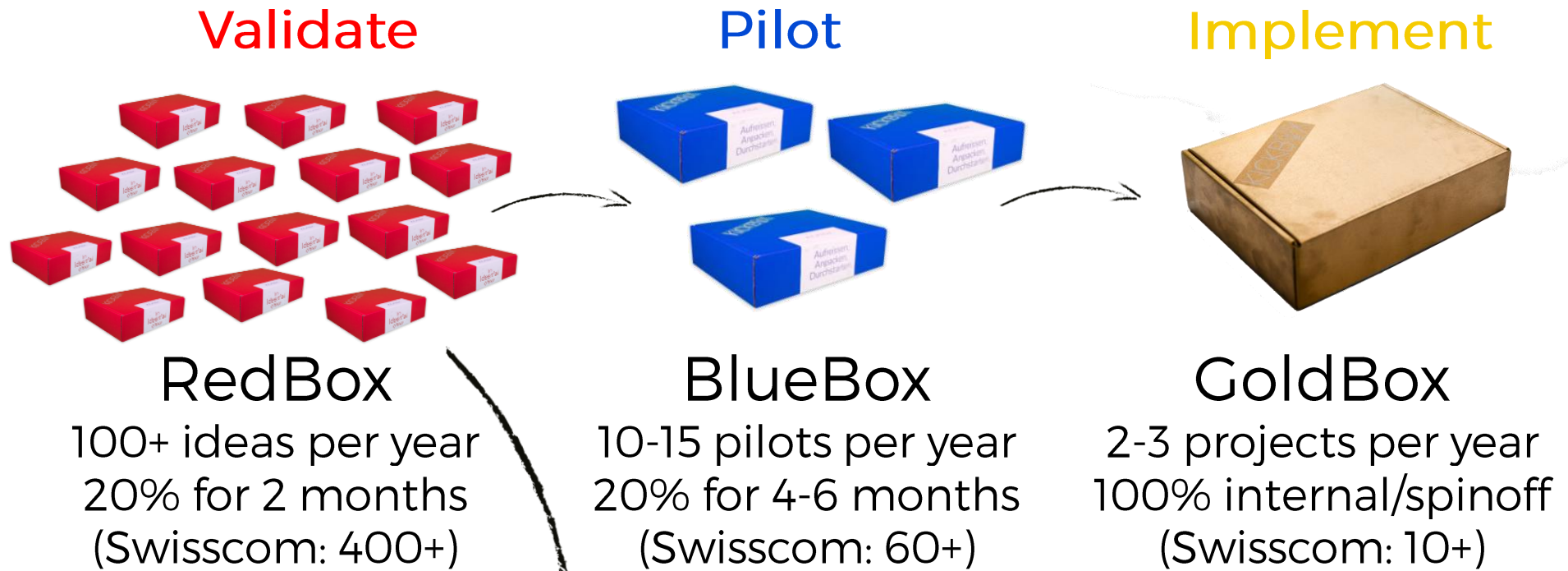
TRANSFORMATION

Make your employees fit for the digital age!



SWISSCOM KICKBOX PROCESS

Clear gates, gamification, timeboxing

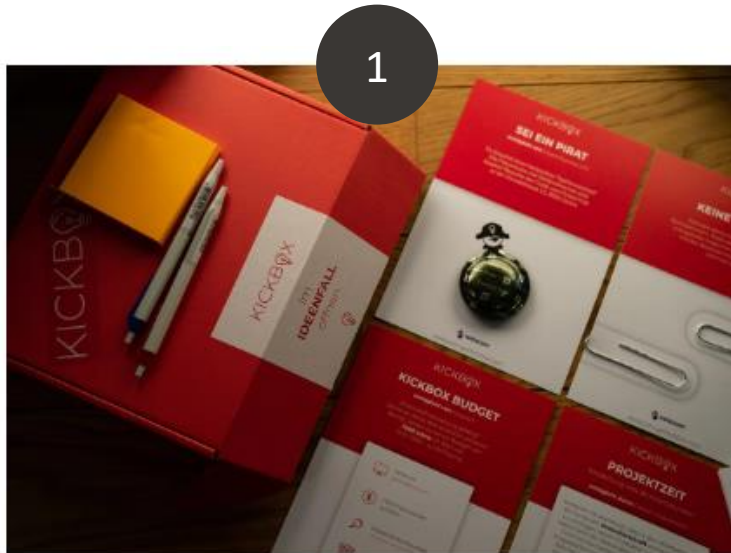


85-90% drop-outs went through a «Lean MBA» and return transformed, motivated & inspired back to their daily jobs.

A PROVEN FRAMEWORK

Mix of innovation box, digital platform and expertise

PHYSICAL TOOLBOXES



Gamified toolboxes to enable everyone to get started that make innovation tangible

ONLINE PLATFORM



Online innovation platform makes innovation measurable, manageable and visible

PEER EXPERTISE



Exchange with other GETKICKBOX program managers and get a training from the Swisscom Kickbox Team

KEY ELEMENT #1 – TOOLBOX

Gamification, process, project budget, 20% time, gadgets

BUDGET

KICKBOX BUDGET
sponsored by: swisscom

Do you need some budget to get started? To validate your Kickbox Idea we provide you with **1000 Coins** which equals CHF 1000.-

- Go on getkickbox.com
- 1000 Coins are waiting for you
- Scroll the offers <https://getkickbox.com/36services>
- Make use of the offers / convert to money

swisscom
swisscom.getkickbox.com

BUDGET

WORKING HOURS

max. 80 working hours
possible by: your manager

is convinced that every single is equipped with the innovative that leads to new products features on the market!

nt part of the Kickbox is the time on behalf of Swisscom spread over in an agreement between the and the employee. Swisscom HR this time budget on behalf of the strength to be applied – you as a decide upon the final release, the and the possibilities in the daily business of your employee.

er, please take this voucher as an only discuss the planning with your d to support him or her in the best way possible.

Hans Welter
Chief Personnel Officer

swisscom
swisscom.getkickbox.com

WORKING TIME



GADGETS

hidden AGENDA

Life's a **PITCH!**

Better ask for **FORGIVENESS** than for permission

THINK BIG start small

NO BLA, JUST DO!

I'M THE CEO of my idea

GET SHIT DONE!

GET-OUT

KICKBOX DAY-PASS

redeemable at: Impact Hub Zurich & Bern

Want to work in an inspiring environment? Here is your Day-Pass for Impact Hub Zurich & Bern. Show it at the reception and get a taste of the start-up vibe.

KICKBOOK

KICKBOX

PROCESS

PRODUCED BY

zürwerk
mitwirken. teilhaben.

COWORKING PASS

This pass enables you to access all workspaces at Impact Hub Switzerland, exclusively for one day. Please present yourself to our host to receive your workspace, signature.

Value: 140.-

swisscom
swisscom.getkickbox.com

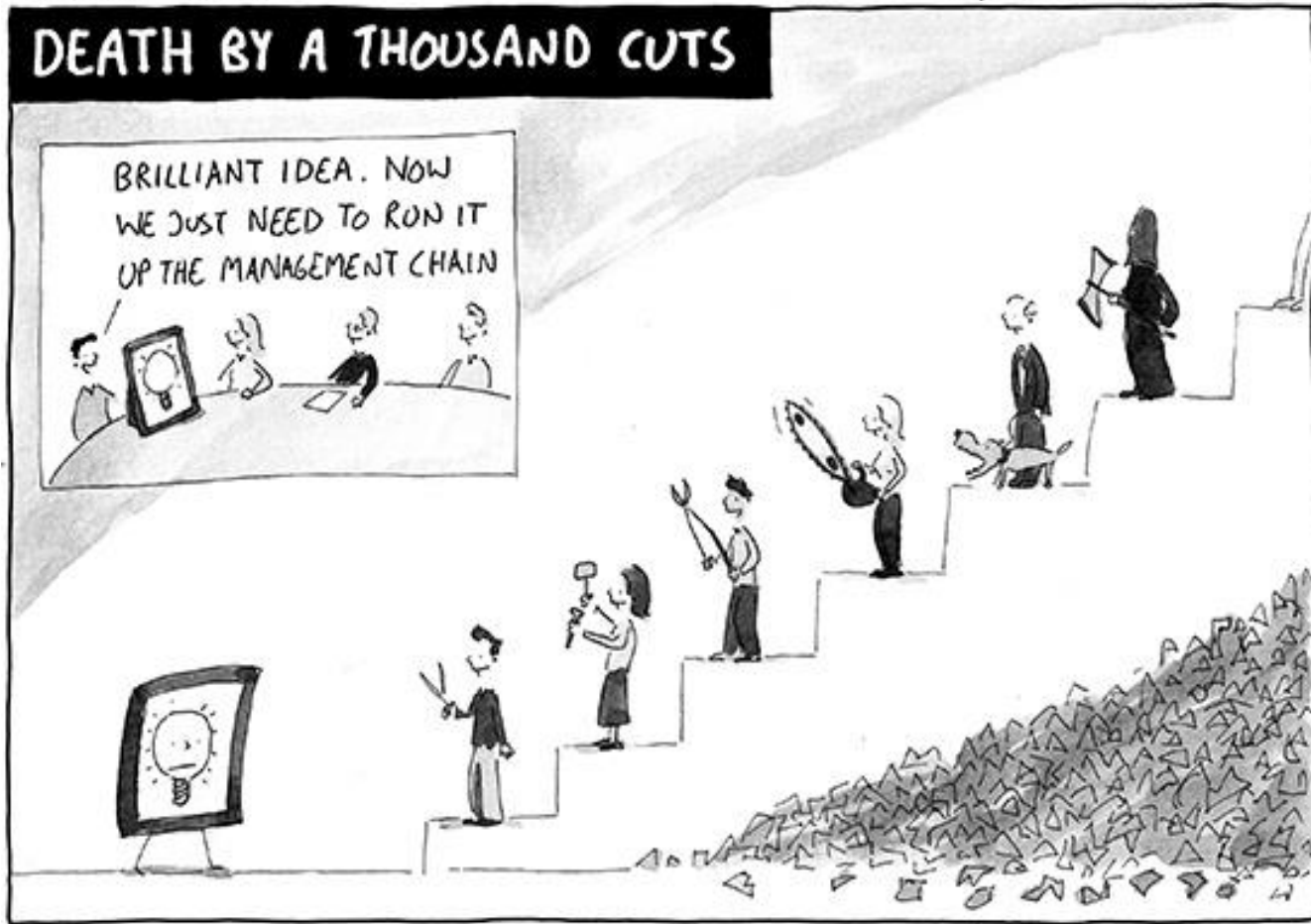


BE AN ENABLER INSTEAD OF A GATEKEEPER DON'T JUDGE RAW IDEAS

BRAND CAMP

by Tom Fishburne

DEATH BY A THOUSAND CUTS



KEY ELEMENT #2 - PLATFORM

Coaching, experts, access to services, and automation

PROJECTS

Projects Swisscom

RedBox Phase

- Smart Office Building by Eduardo Abreu
- Smart Office Building by Eduardo Abreu
- Smart Office Building by Eduardo Abreu
- Smart Office Building by Eduardo Abreu

BlueBox Phase

PEOPLE

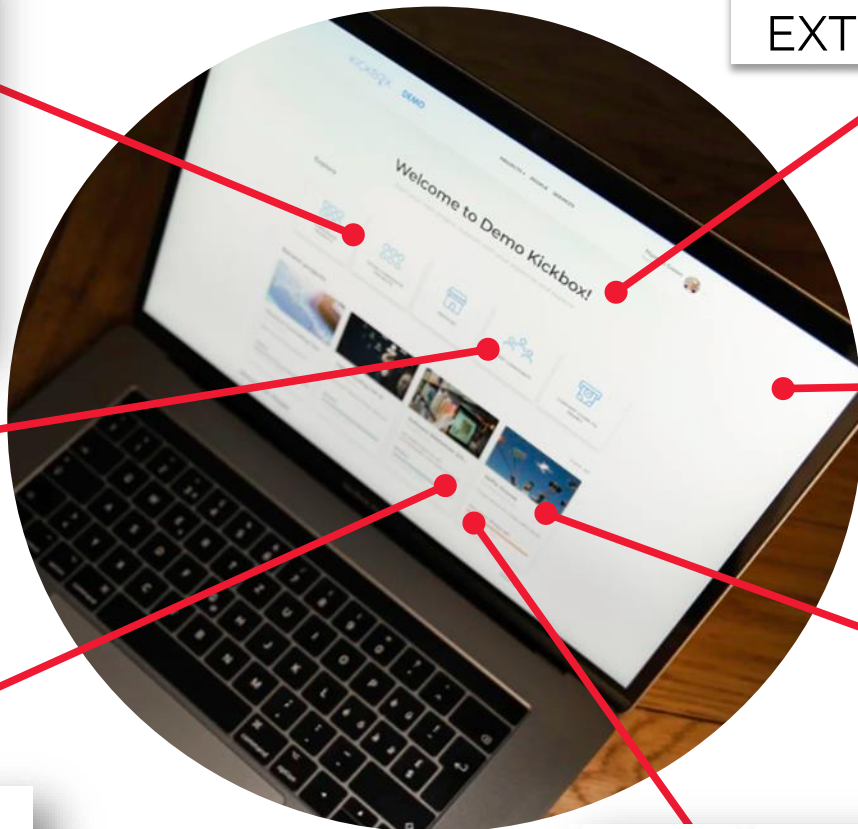
Experts

- Patrik Strasser
- Bettina Naef
- Frank Düttner
- Armin Ledergerber
- Manon Bölli
- Kirsten Mriwiczka
- Florian Goppel
- Amancio Bouza
- Thomas Wälti

EMAIL COACHING



CROSS-CORPORATE



DIGITAL EXTRAMILE

EXTRAKICK 01: BECOME A PRESS RELEASE NINJA

ADMIN

Service Providers

- IMPACT HUB
- P | T | S
- upt
- KICKBOX
- STUDIO POINT
- Ws
- M&P

SERVICES

Services

Categories

- LEGAL
- ACCELERATORS
- FILM & SHORT PRODUCTION
- HR & TEAM
- DESIGN THINKING & PROTOTYPING

Offers

KEY ELEMENT #3 - EXPERTISE

Peer-to-peer advice and training from Swisscom Kickbox

1:1 TRAINING BY SWISSCOM KICKBOX



PEER COMMUNITY

ETH zürich

+GF+

 **SBB CFF FFS**



**Universität
Zürich^{UZH}**

emineo so geht digital _

DIE POST 

Allianz 



CSS
Versicherung



swisscom

 **Implenia**[®]

Roche

 **Baloise**
Group

Was erleben wir heute...!?

- **Innovation/ Intrapreneurship im Kontext von Nachhaltigkeit**
(Sabine Lötscher, WWF)
- **Intrapreneurship: Swisscom Kickbox**
(Ralph Hartmeier, Swisscom)
- **KICKCALL: Intrapreneurship und Nachhaltigkeit**
(Ralph Hartmeier, Swisscom)
- **GreenBox: DEIN nachhaltiges Innovationsprojekt**
(Michael Hunkeler, Impact Hub Switzerland)



KickCall for Sustainability



swisscom

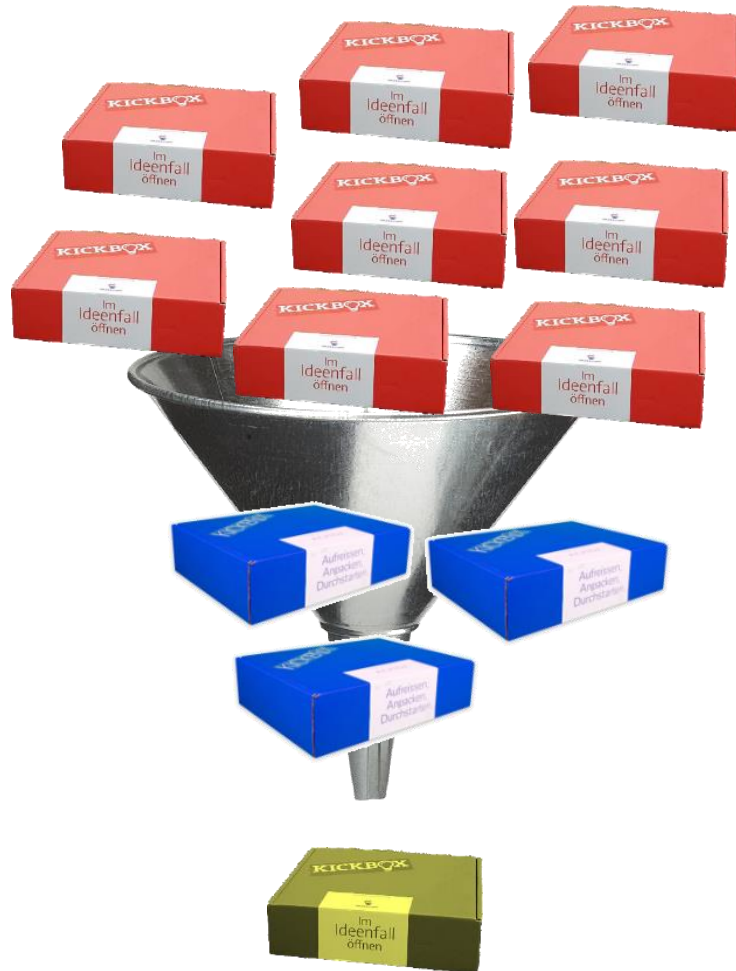


WWF

KICKBOX

powered by Swisscom

Nachhaltige Geschäftsideen



RedBox – Validate

+30 ideas from...

...all business units, gender, hierarchy level and age

BlueBox – Pilot

+6 projects...

...sponsored by different business units

GoldBox – Implement

3 project...

...integrated in business line

Von der Idee bis zum Final Pitch



KICKBOX WWF

GESUCHT

Deine nachhaltige Geschäftsidee.

IDEEN EINREICHEN BIS
04.04.2019

2 Monate 20% Pensum 1'000CHF

Melde dich bei uns

cr.getkickbox.com

The graphic is a vertical poster with a green background. At the top left is a logo of a person with a lightbulb, and at the top right is the WWF logo. The word 'GESUCHT' is written in large white letters. Below it is the text 'Deine nachhaltige Geschäftsidee.' In the center, a white box with a red border contains the text 'IDEEN EINREICHEN BIS' and the date '04.04.2019' in red. Below this, three white circles contain the text '2 Monate', '20% Pensum', and '1'000CHF'. At the bottom, a white box with a red border contains the text 'Melde dich bei uns'. At the very bottom, a white box contains the URL 'cr.getkickbox.com'. The background features a pattern of small green icons related to sustainability, such as a recycling symbol, a heart, and a leaf.

Positive Erfahrungen

1. Nachhaltigkeit als neue Sichtweise und neue Motivation
2. Nachhaltigkeitsthemen wurden breiter und ernster in Organisation aufgenommen – als Business fördernd
3. Ungewöhnliche Allianz ist sehr befruchtend für beide Seiten
4. Langzeiteffekt: Verankerung der Themen Innovation und Nachhaltigkeit bei den Mitarbeitenden
5. Spannende Ideen und Cases (Goldbox)

Herausforderung

1. Denken in Business Modellen und nicht in einzelnen Initiativen/Problemen
 2. Beurteilung von Relevanz der Umweltthemen
- Beispiel «Plastikbecherli»

CR KICKCALL... das Ende oder der Start?

Ziel:

- Gemeinsam nachhaltige Geschäftsideen entwickeln
- Nachhaltigkeit im Unternehmen verankern
- Intrapreneuren unterstützen die CR-Brille aufzusetzen
- Brücken bauen zwischen Organisationen

...GreenBox Workshop...

Was erleben wir heute...!?

- **Innovation/ Intrapreneurship im Kontext von Nachhaltigkeit**
(Sabine Lötscher, WWF)
- **Intrapreneurship: Swisscom Kickbox**
(Ralph Hartmeier, Swisscom)
- **KICKCALL: Intrapreneurship und Nachhaltigkeit**
(Ralph Hartmeier, Swisscom)
- **GreenBox: DEIN nachhaltiges Innovationsprojekt**
(Michael Hunkeler, Impact Hub Switzerland)

A large group of people, mostly young adults, are gathered in a room with shipping containers. Many have their hands raised in the air, suggesting an interactive or celebratory event. In the background, a large screen displays the text "When are we starting?" over a background of green plants. To the right, a table has a sign that says "Take climate action first".

When are we starting?

CLIMATHON 2019 @ KRAFTWERK

#forumoe19



GreenBox – Gemeinsam nachhaltige Geschäftsideen fördern



The poster features a green background with silhouettes of mountains, a sun, a butterfly, and a plant. A calendar icon shows 'TAG 01'. The text reads: 'DEINER NACHHALTIGEN GESCHÄFTSIDE' and 'Willst du zuoberst sein, ohne den Planeten zu zerstören?'. At the bottom, it says: 'Nimm jetzt am eintägigen GREENBOX-WORKSHOP teil, um deine Geschäftsidee auf Nachhaltigkeit zu prüfen, Umsetzungsansätze zu diskutieren oder andere Kickboxer zu unterstützen. Ergreife Massnahmen und finde Gleichgesinnte. Erfahre, was es bedeutet, selbst ein Innovationsprojekt zu starten.'

TAG 01

DEINER NACHHALTIGEN GESCHÄFTSIDE

Willst du zuoberst sein, ohne den Planeten zu zerstören?

Nimm jetzt am eintägigen **GREENBOX-WORKSHOP** teil, um deine Geschäftsidee auf Nachhaltigkeit zu prüfen, Umsetzungsansätze zu diskutieren oder andere Kickboxer zu unterstützen. Ergreife Massnahmen und finde Gleichgesinnte. Erfahre, was es bedeutet, selbst ein Innovationsprojekt zu starten.

Besuche den ersten GreenBox Workshop

25. November 2019

~~CHF 500.-~~ CHF 250.-

Anmelden unter hello@getkickbox.com

KICKBOX

IMPACT
HUB Zürich



B I R D

Bird is a reliable last mile electric scooter rental service. Our mission is to make cities more livable by reducing car usage, traffic, and congestion.

Revolut

Create an account and order a card within minutes. No hidden fees or rubbish rates. Take control of your finances without having to visit a bank.



Thank
you!



http://bit.ly/Ralph_H



http://bit.ly/Marius_S



http://bit.ly/Sabine_L



http://bit.ly/Michael_H

