

Competitive advantages through  
collaboration and open innovation  
Policy Learning Platform  
Thursday, June 10<sup>th</sup>



**Interreg  
Europe**  
European Union | European Regional Development Fund



**DEVISE**  
Interreg Europe

# Challenge Compétences *Skills Challenge*

By Laval Mayenne Technopole

[www.challenge-competences.fr](http://www.challenge-competences.fr)

LAVAL MAYENNE TECHNOPOLE

**LMJ**

INNOVER & RÉUSSIR



# Since 2011



- **Make students and local companies collaborate in an innovative way to foster new projects in companies**
  - Apply and promote the skills present in the area's schools, with local businesses,
  - Experiment with a creative and innovative approach, both for students and companies,
  - Initiate new projects within businesses in the area.



A group of approximately 20 people, including students and a mentor, are gathered in a modern office or meeting room. They are all smiling and raising their hands in celebration. In the center, a student is holding a certificate. A red banner with a white star logo is visible in the background. The room has large windows on the right and recessed ceiling lights.

**Over a week : only one question !**

**What do skills and know-how of students could bring to companies ?**

*(new opportunities of value creation, new products or services, new markets...)*

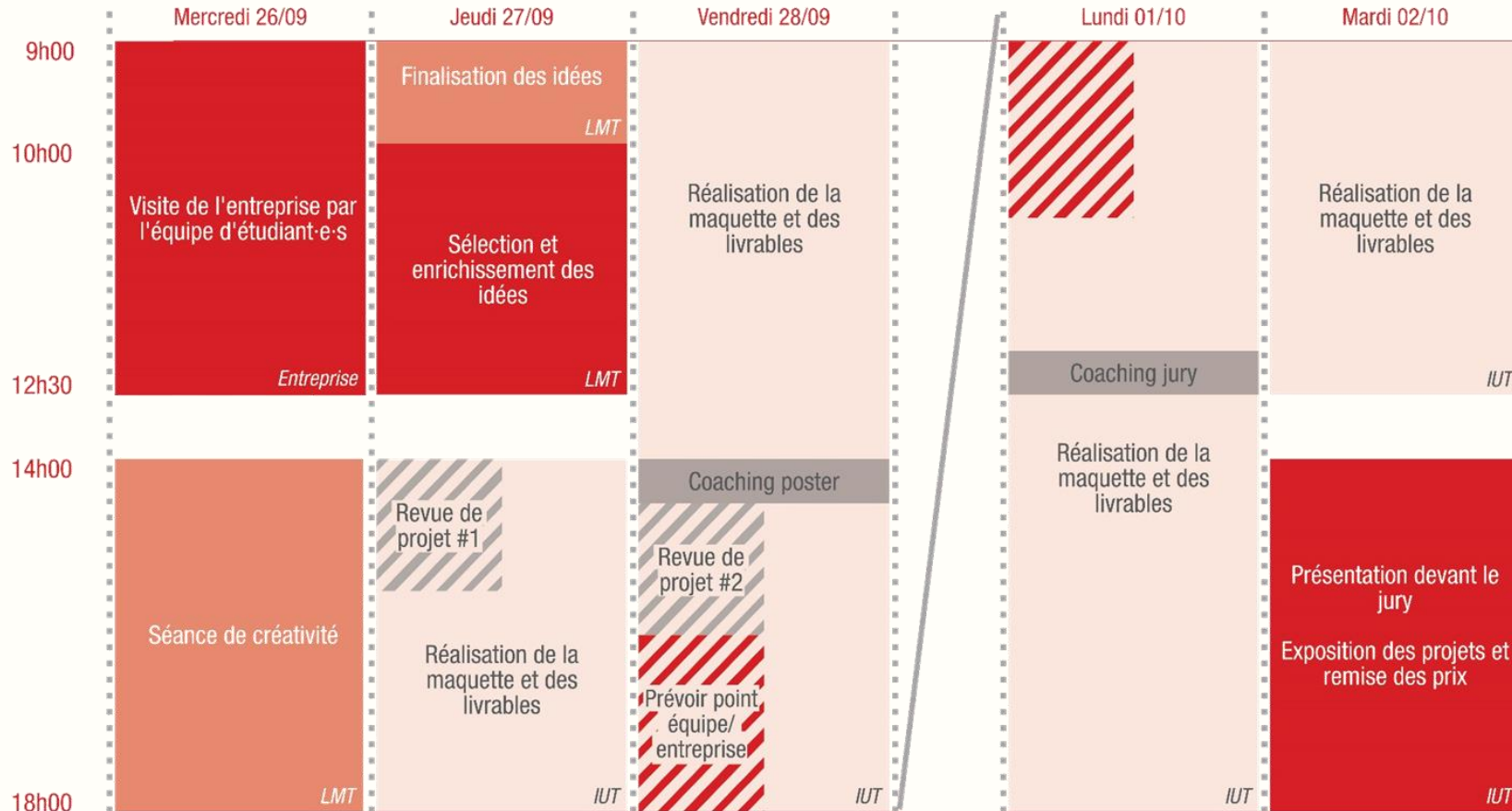
**Only one rule !**

**Companies do not submit a subject to students : it's the team of students, after the visit and interview of the company mentor, that proposes 3 ideas of projects !**



# A typical week

A week per school  
3-8 companies per school



Émergence des idées de projet

Travail des équipes en autonomie

Présence du coach entreprise

Coaching LMT

[www.challenge-competences.fr](http://www.challenge-competences.fr)







**Day 1 on the morning – Company visit**



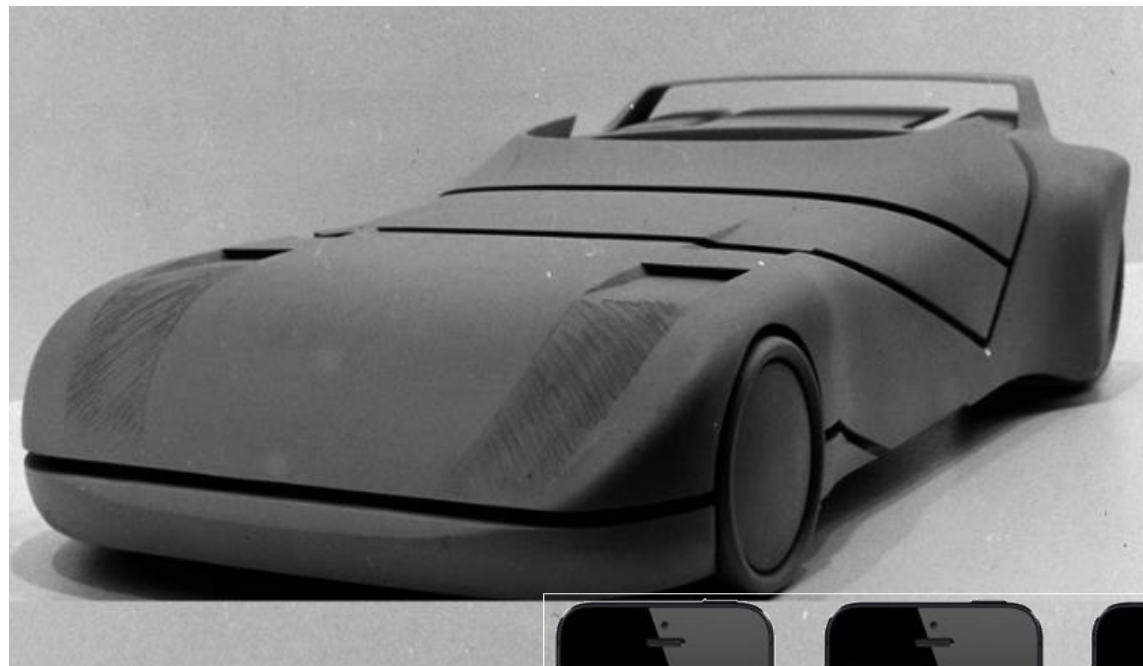


**Day 1 on the afternoon – Brainstorming session**





**Day 2 on the morning – Select and enrich ideas**



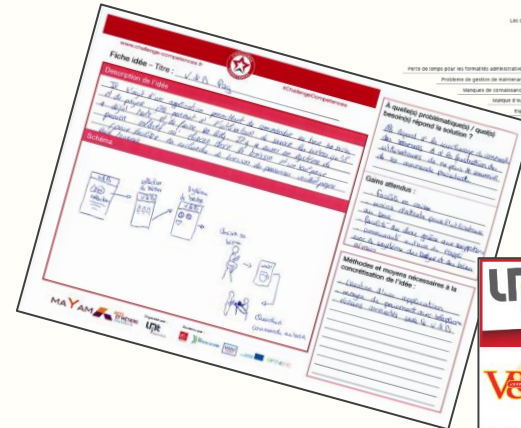
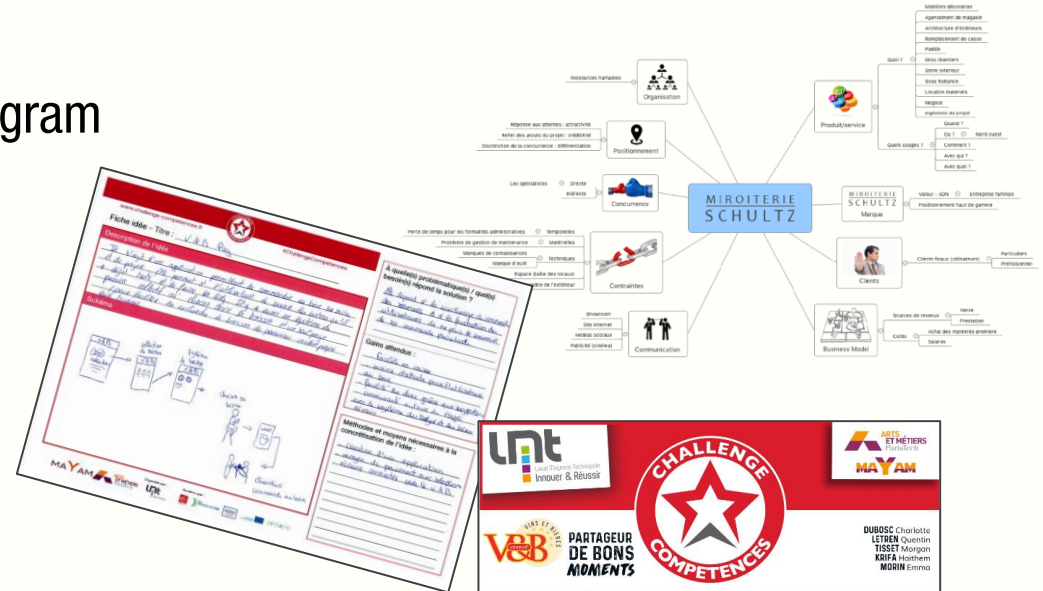
**From 2<sup>nd</sup> day noon to 5th day noon – Idea development**





# Deliverables for the company

- Company analysis : ecosystem map & SWOT diagram
- Ideation : 3 idea cards (at least)
- Development :
  - A3 poster presenting the 3 ideas
  - Oral presentation slide presenting the 3 ideas and developing the main idea
  - The prototype/mock-up of the main idea
- All the deliverables are downloaded by students on an online plateforme and are accessible for companies mentors



**V AND B PAY**

V AND B PAY est une application qui permet de faciliter les commandes que ce soit pour le client et pour le barman. On y retrouve tout le catalogue des bières vins et spiritueux disponibles. Suivant son activité dans les V & B et les différentes boissons vendues, l'utilisateur peut collecter des filtres photos (comme SnapChat). Il a la possibilité d'acquiescer directement sa carte sur son compte pour payer avec son téléphone. Des commandes groupées sont également possibles, elle permet à l'entreprise de récupérer les données clients et de mieux les cibler.

**V AND B SENS**

Grâce à son packaging, le carton d'emballage de ces cartons de 3 litres se transforme en carabon pour vivre une expérience unique lors de la dégustation de chaque bière.

**UNDER PRESSURE**

La formation grâce à la simulation de la vie d'un vendeur nous permet. Il est dans un environnement virtuel essayer le plus vite possible des commandes pendant une soirée d'affluence.

Organisé par : LNT, Pays de la Loire, WAM, OPENISME

Soutenu par : LNT, Pays de la Loire, WAM, OPENISME



**Day 5 on the afternoon – Jury and award ceremony**





# Jury and awards ceremony

## 4 evaluation criteria :

- Response to business needs
- Creative or innovative nature of the proposed idea
- Application of skills (enhancement)
- Quality of oral presentation

## Up to 3 prizes :

- Creative Prize : for the more creative idea
- Skills Prize : for the best application of skills
- Jury Prize : for the best team on all criteria





# A few figures



**10<sup>th</sup>** edition in 2020

**36** sessions with **9** different schools

**77** awarded projects and teams  
> [Visit our awarded projects gallery !](#)

at least **33** project ideas developed by companies

**942** students within **198** teams

**4-5** students per team

**160** entreprises  
**17%** decided to « play again »





# Success story #1

MARTIN3D, from an idea to a new product,  
and the creation of a new company



« From a simple idea worked on with students in 2015, we arrived at a real software sold to more than 130 client companies since 2016, and which each year is implemented with around 30 new clients, a new independent company established in 2019, and a version 2 of the software under development. »



Baptiste André, MARTIN 3D  
Challenge Compétences ESIEA & ESTACA 2015





## Success story #2

ROUABERIE,  
there is no small project !

4 years later, the company still uses the flyer created by communication students.



EARL LA ROUABERIE

# VENTE A LA FERME

DU VENDREDI 2 OCTOBRE AU LUNDI 5 OCTOBRE 2020  
DE 10H À 18H

## Poules pondeuses bio

### TARIFS

Poules vivantes : 3 euros la poule  
- 10 achetées = la 11ème offerte

Poules prêtes à cuire : 6 euros la poule sous vide  
- à réserver à l'avance

Commande par téléphone, mail, SMS  
Fléché depuis le bourg

EARL LA ROUABERIE

**CERTIFIÉ**  
**AB**

53 380 SAINT HILAIRE DU MAINE  
cocottebio@gmail.com  
Sylvie & Yann : 06 63 43 26 94 ou  
06 83 54 25 48



# Success story #3

SDI SERVICES,  
from an industrial subcontractor  
to an innovative solution provider.



« Students looked for information on our field of activity, they were able to adapt to our profession to come up with an innovative project. »

Pascal Hochart, SDI Services  
Challenge Compétences Institut Laval Arts&Métiers 2012



# A win-win-win-win partnership

## For companies

- Benefit from the fresh eyes of young people on their activities, their habits
- New ideas & skills crossing

## For schools

- Educational opportunity to make students apply their skills
- Professionalization of students
- Create connections with companies

## For students

- Team work and project management on a concrete business case
- Sometimes, first step in the company world

## For LMT

- Raise awareness on innovation, open innovation, ...
- 1st step to innovate







# Is this program duplicable ?

I know you want it in your area 😊

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# What do you need to duplicate the program :

## To involve partners and define who does what :

- A school, able to mobilize students on 5 consecutive full days (from 3rd and 4th year after A-level)
- Some people able to and willing to facilitate the program (brainstorming sessions, coaching moments...)
  - Within a business support organization for exemple
- Some people able to recruit enough companies
- Optional : funders, facilitation partners...







# What do you need to duplicate the program :

## Duplication conditions :

- Sign a partnership agreement with LMT
- Attend a training session (on estimate)
  - The training allows to access tools, online platform, and assistance from LMT
  - Other support actions are possible (on demand) : co-animation of your 1st session...
- Pay a licensing fee (depending on the number of participating companies)





## Stay in touch:



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