

How Airbus Engaged 23,735 Employees and Generated 4,459 Innovation Ideas



Challenge

- Innovation activities lacked a unified global process
- Siloed systems limited collaboration and visibility
- Innovation struggled to scale across functions and regions



Business Impact

50,000+

Active Platform Users

23,735

Innovation Participants

4,459

Ideas Submitted



Strategic Pivot

- Airbus launched IdeaSpace, powered by HYPE, to connect employees worldwide through challenge-driven innovation, transparent governance, and enterprise-wide collaboration.

Innovation Embedded

Across Global Operations



Final Thought

“A bottom-up approach can work, up until a certain point. To keep a big enterprise platform moving, you need top-down support.”

— Markus Durstewitz, Corporate Innovation Manager, Airbus

[Read the full case study](#)