

How Liberty Global Generated €18M ROI from 16,000 Employee Ideas



Challenge

- Innovation efforts were fragmented across countries and business units
- Ideas lacked strategic alignment, ownership, and scalability
- Limited collaboration prevented successful concepts from spreading globally



Business Impact

27,000+

Employees Engaged Globally

16,000+

Ideas Generated



Strategic Pivot

- Liberty Global consolidated local innovation initiatives into Spark, a global innovation program that connects employees, aligns ideation with strategic priorities, and enables cross-functional collaboration at enterprise scale.

1,100+

Ideas Implemented

€18M

Realized ROI



Final Thought

“Spark is the only system in the company that enables ideas from anyone, anywhere to be shared and scaled across the business.” — Sarah Kelly, Innovation Program Manager

[Read the full case study](#)