

How Vestas Grew Innovation Participation by 189% Across Global R&D Teams

**Vestas**

Challenge

- Global innovation teams lacked a shared collaboration environment
- Innovation knowledge remained fragmented across regions and functions
- Vestas needed a scalable process for continuous idea development



Strategic Pivot

- Vestas launched the “myvestasidea” platform with HYPE to connect global teams, support collaborative ideation, and accelerate innovation from concept to implementation.



Final Thought

“Innovation is vital in ensuring our continued growth” — Jovita Ivanaviciute, Global Innovation Partner



Business Impact

Platform Expanded

From 450 to 1,300+ Employees

Global Collaboration

Across 11 R&D Units

Structured Pipeline

From Idea to Production

Innovation Embedded

Across Worldwide Teams

[Read the full case study](#)