

How Wilo Connected 7,500 Employees Across 70 Countries Through Innovation



Challenge

- Innovation was concentrated in product development teams
- Need for a structured process to evaluate and develop ideas
- Desire to engage employees globally in innovation activities



Business Impact

7,500

Employees Invited to Participate Globally

Just 3 Month

To Implement the Innovation Platform



Strategic Pivot

- Wilo launched WINGS, a company-wide innovation platform aligned with strategic priorities, combining idea campaigns, innovation training, and dedicated collaboration spaces to turn ideas into business impact.

70

Countries Connected Through WINGS

75%+

Of the Company Engaged Annually



Final Thought

“Innovation always was an inherent part of Wilo’s product development. However, we wanted to give every employee the opportunity to participate in the process and offer a platform to collaborate.” — Sven Grave, Head of Innovation Management

[Read the full case study](#)