angers loire métropole

communauté urbaine

How Metropolitan Employees Contribute to the Ecological Transition of Their Territory

ANGERS LOIRE METROPOLITAN AREA

Angers Loire Métropole aims to bring together the strengths and assets of its member municipalities to develop its territory and develop a common project.

Concretely, Angers Loire Métropole exercises competences distributed in the following five areas of intervention:
1. Economy (economic development, education-training-research, tourism)
2. Environment (water and sanitation, protection and enhancement of the environment and living environment, waste management, energy, air quality, noise)
3. Solidarity (urban policy, social balance of housing, reception of travelers, financial participation in firefighting and firefighting)
4. Territory (development of the community space, green spaces of community interest)
5. Mobility (community roadways and major roadways of community interest, urban transport).

On a daily basis, the intermunicipal authority ensures, for example, selective waste collection, tram development, drinking water production, wastewater treatment...

THE PROJECT

It all begins when Angers Loire Métropole seeks to improve its internal processes and foster innovation within its services. It also aims to strengthen collaboration among its teams and optimize project management.

In 2022, a new project called "Angers Transitions" is launched, bringing together three main ideas:
1. Ecological transition
2. Citizen transition, which includes gender equality, diversity, secularism, and other societal issues close to their hearts
3. Digital transition, as they also have many questions about the internal use of digital tools.

Through this initiative, Angers Loire Métropole aims to mobilize executives and employees across more than 200 internal professions to share good ideas and practices related to ecological transition (energy savings, waste management, biodiversity, etc.).

OBJECTIVES

1
Involving all employees in the topic of ecological transition.

2
Gathering the best ideas in the intranet.

3
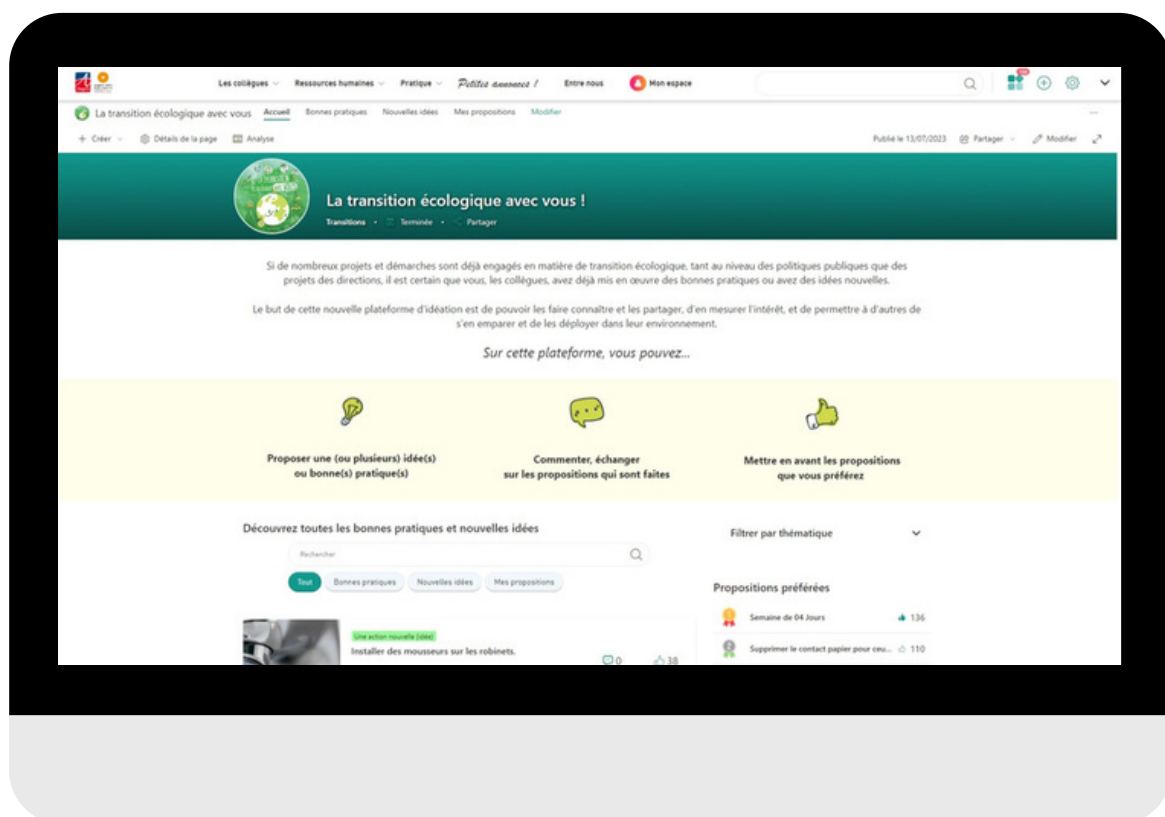Establishing a concrete timeline to make these ideas feasible and tangible.

AN IDEATION TOOL FOR A SUCCESSFUL ECOLOGICAL TRANSITION

Angers Loire Métropole, in search of innovation, opted not to pursue internal development. Instead, they chose the 'Ideation Center,' offered by Powell Software, allowing for the collection and management of ideas around various themes. This functionality seemed to perfectly meet their expectations. For instance, every year, a photo contest is organized and open to all employees via the ideation center, with the aim of stimulating creativity and fostering a sense of community entrepreneurship. In this context, the idea solicitation project on ecological transition appeared to be a natural step.

As part of its ecological transition project, Angers Loire Métropole aimed to mobilize its employees and support them by animating this initiative. The first crucial step was to determine the most effective communication channels for connected and non-connected agents. Digital communication tools, such as the intranet, were chosen alongside traditional communication tools like the internal newsletter or collective work sessions.

Given the relevance and openness of the ecological transition theme, it offered everyone the opportunity to express themselves freely and voluntarily.

The adaptability of the Powell Intranet solution was a major asset, meeting the specific needs of the community."

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ENGAGED COLLEAGUES

IDEATION CENTER

Powell Intranet

Employees enthusiastically welcomed the new initiative, feeling valued. For them, it was a valuable opportunity to express themselves and realize that on a small scale, their contributions could have an impact and be taken into consideration. Moreover, contributors were satisfied to see their ideas materialize by actively participating in their implementation.
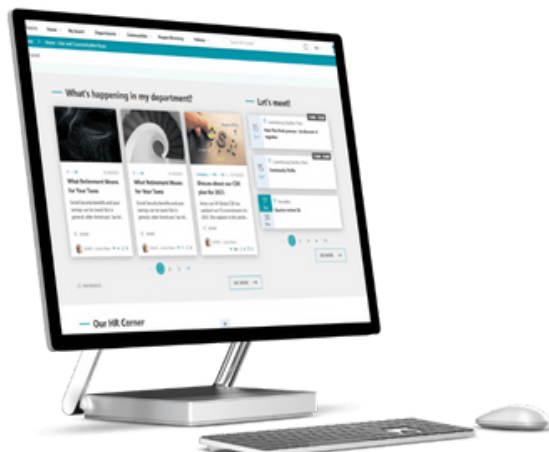
For this project, two modes of participation were offered: on one hand, employees could submit their own ideas, and on the other hand, they had the opportunity to browse and vote for suggestions from their colleagues. To facilitate navigation, a filter was implemented to group ideas by themes.

To ensure wide dissemination and awareness within the community, the project was prominently featured on the intranet banner, ensuring optimal visibility among all employees.
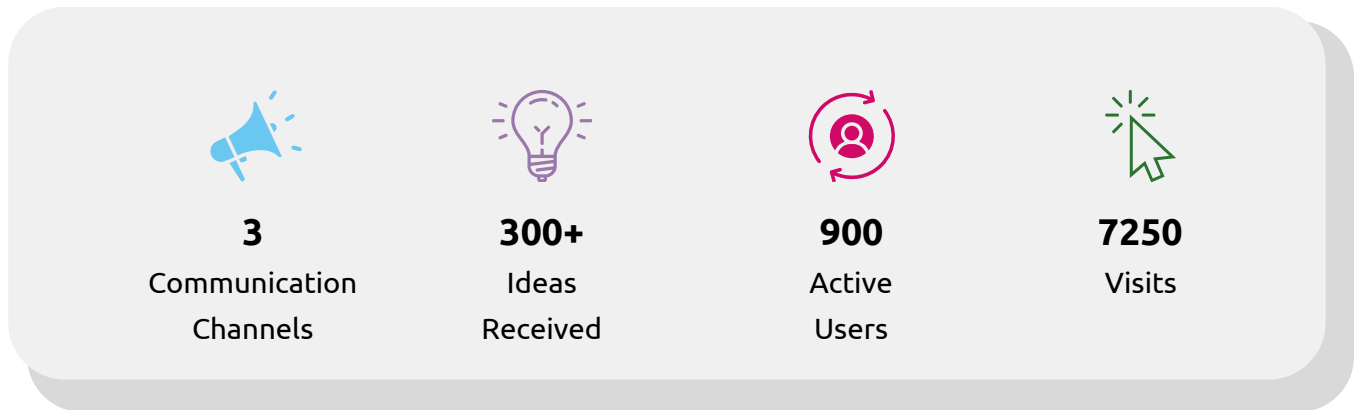
✓ **Engage all employees**

✓ **Aggregate all ideas in one place**

✓ **Like, comment on other employees' ideas**

✓ **View the most popular ideas**

✓ **Filter ideas by themes**

✓ **View the latest submitted ideas**

✓ **View the status of each idea:**

- **Submitted,**
- **Shortlisted,**
- **Selected**

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Within the public service sector, the project initiated by Angers Loire Métropole took on particular significance, providing renewed depth and meaning to the profession of each employee. It established a collective dynamic where everyone was invited to reflect on universal themes that impact all stakeholders.

3	**300+**	**900**	**7250**
Communication Channels	Ideas Received	Active Users	Visits

Ideas emerged in various themes such as installing aerators on faucets to reduce water consumption, harvesting rainwater for non-domestic uses, promoting energy and financial savings by encouraging the use of electric cars and their charging during off-peak hours, or dedicating parking spaces to carpoolers, among others.

Thanks to this influx of ideas, Angers Loire Métropole was able to orchestrate a large-scale seminar, bringing together over 800 participants. This event featured the organization of more than 50 workshops led internally in collaboration with external partners.

All ideas collected through various channels were meticulously compiled and categorized by themes. These categorizations served as the basis for the preparation of the grand seminar and guided the development of action plans for the months ahead, thus structuring the entire process. For example, around 30 to 40 proposals were formulated around the theme of water, and the same was true for transportation.

In the end, this multitude of ideas led to the creation of a comprehensive ideas booklet, which was then presented to the General Management for validation and implementation.

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HOW TO ANIMATE AN IDEATION CAMPAIGN

1 Accessing the Project Page: Any user can create this page from the campaign site by clicking on the 'Submit a Project' button.
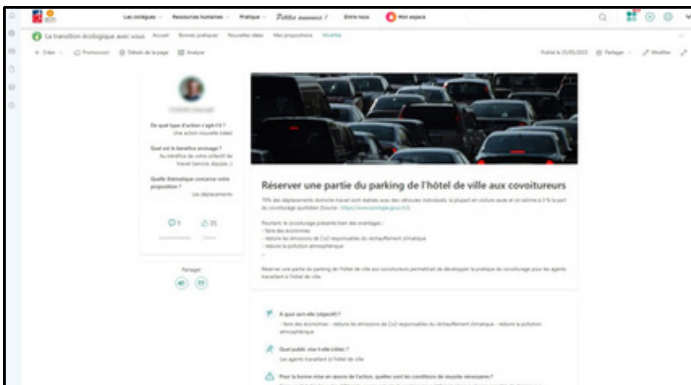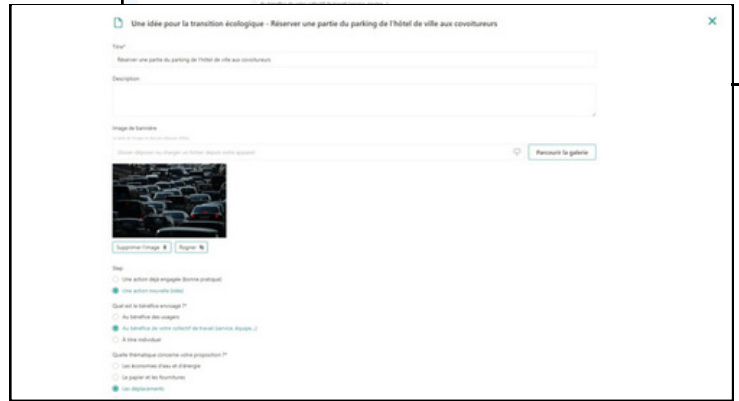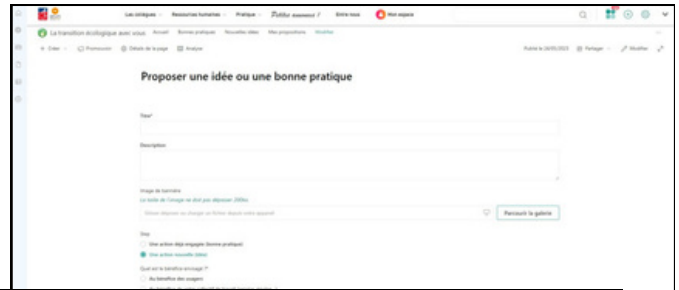

2 Filling out Project Information: Provide an explanation and a visual to allow colleagues to understand it.

3 Interactions on the Project Page:
- Comment on the project to provide feedback or ask for more information.
- Like the project to promote it.
- Share the project to communicate it, whether it's within a team, on a specific channel, on Yammer, in a particular group, or via email.

4 Project Management for Owners: In addition to the actions that end users can perform, a campaign site owner can:
- Select a project as 'favorite' or validate it for launch.
- Edit or delete a project.

5 Editing or Deleting a Project: To edit or delete your project, access your project page. On the left, click on the three-dot icon. Click on 'edit' to edit the properties of your project/idea. Click on 'delete' to remove this page (your idea).

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What are the next steps?

To ensure the effectiveness of this transition, a comprehensive action plan has been developed for the entire community. Specific action plans will be implemented from 2024 for each department or division, offering a comprehensive and personalized approach tailored to the specificities of each entity.

However, the involvement of everyone is crucial to ensure the success of the transition. Internal idea holders must be engaged and integrated as active contributors, working in collaboration with the management. Their commitment and active participation will ensure the sustainability of the actions implemented for a successful ecological transition.

In this spirit, for example, workshops on idea civilization are collaboratively opened to employees who wish to engage.

"The intranet, more than just an information support, is a hub of interactions and dialogues among colleagues, forging social bonds and offering valuable spaces for exchange and connection."

Eric Fauconnier

Director of Communication

& Internal Relations

Would you like to know how your company can benefit from Powell Intranet?

We are here to discuss your needs and help you implement your own Digital Workplace project.

Start your intranet project now

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