

JCDecaux Fosters a Culture of Innovation Through Implementing Bloomflow

JCDecaux Group is the number one outdoor advertising company worldwide, operating in over 80 countries.

The Challenge:

- While structuring their Open Innovation program, they knew they needed the right processes and tools to assess startup ecosystems and closely track initiatives launched with startups

The Solution:

- Drive digital and sustainable transformation
- Help JCDecaux countries drive synergies
- Business units can autonomously launch innovation partnerships and projects using their Bloomflow platform

2000+

startups monitored on their Bloomflow platform

300+

active innovators

90+

active partnerships managed on their Bloomflow platform

Innovation culture

empowered by Bloomflow to increase visibility of innovation activities and put in place internal governance

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Bloomflow was key to structuring our Open Innovation program at its launch. Our innovators are all onboarded onto the platform and users are able to have a view of the startups we collaborate with and our ongoing projects with an emphasis on delivering our ambitious ESG strategy.



Marie Thiriot

Strategy & User Innovation Projects
Director at JCDecaux

Cities & Media