

Innovation

# Developing a discipline of ideation

Turbulent times call for innovative measures. Sustainability's regulatory and social expectations are provoking organisations to change the way they perform their work. This change requires organisations to think creatively and sustain a steady flow of ideas to address change.

To stay ahead of the competition, organisations must foster a mindset of creative thinking and problem solving among employees and an innovative approach to implementing ideas to ultimately improve the bottom line.

Futureye's innovation services focus on connecting the creative ideas and innovation processes within an organisation, to enable practical solutions to sustainability challenges.

## Our Services

- **Environmental awareness training program** – Building organisational awareness and understanding of sustainability by improving employee morale and engagement
- **Eco-innovation labs** – A process for developing your organisation's innovative capacity using a discipline of incremental improvement and cost-cutting to achieve breakthrough solutions.



**Futureye**  
Real solutions to real dilemmas

# BP Opal Case Study

## The brief

To demonstrate green, progressive and transparent values, BP needed to develop an innovative social responsibility framework that directly reflected community expectations and specific social and environmental issues. Futureye was asked to review BP's current approach, develop a social responsibility framework and a set of priorities and options for BP.

## The solution

Futureye reviewed emerging expectations, particularly in relation to extended product responsibility. Workshops were conducted with BP to assess all emerging issues and rate the risks associated with these issues, in order to develop a framework and action plan. The process identified petrol sniffing in indigenous communities as being a potential issue for BP given increasing expectations of companies to take extended product responsibility.

Accordingly, scientific research was conducted to explore the possibility of chemically engineering petrol to remove the harmful hallucinogens that give petrol sniffers a 'high'.

## The result

BP created Opal, a petrol that removed the hallucinogens and therefore the impact, of petrol sniffing. Given the petrol was expensive to produce and there was public benefit, the Federal government provided assistance for the rollout of Opal to Indigenous communities. The project was widely lauded as a positive step forward for Indigenous Australians. Aboriginal MP Alison Anderson said "It's made a dramatic difference. You don't see kids sniffing petrol any more."

To date, Opal is credited with producing a 95 per cent reduction in petrol sniffing activity across central Australia and as a result, BP Australia is now viewed as leading the field in corporate responsibility for BP globally. In fact, 'Opal' is now in demand internationally by countries with the same problem.

Futureye challenged BP's approach to corporate responsibility, and helped develop a strategic model that allowed the company to turn a significant social risk into an opportunity for innovation.

“Futureye had a key role in designing BP's model for corporate responsibility and identifying an opportunity to create Opal. Futureye gives challenging insights into how and why we can change ourselves to meet new community expectations. By thinking about corporate responsibility strategically, we were able to assess potential future risks, consider our social responsibilities and be innovative.”

Gerry Heuston, President of BP Australia

## Contact us:

Level 2, 388 Bourke Street  
Melbourne VIC 3000 Australia  
telephone 61 (3) 8636 1111  
facsimile 61 (3) 9642 1033  
info@futureye.com  
www.futureye.com

Futureye