



Elia Group's Open Innovation Challenge puts human capital at the heart of the energy transition, focusing on creating a safe and productive work environment

- This year's challenge is open to start-ups, small and medium-sized enterprises (SMEs), and more mature innovation partners worldwide.
- The deadline for submissions is 24 July 2025, and the winning team will be announced on 4 December 2025 in Brussels.
- Elia Group is seeking breakthrough innovations in the field of people-centric solutions, with a focus on areas such as knowledge transfer, cultural change, safety enhancements, and wellbeing and health.
- The winning team will receive up to €50,000 to test their concept with Elia Group and will benefit from increased visibility for their company.

BRUSSELS - BERLIN | Elia Group is proud to announce the 2025 edition of its annual Open Innovation Challenge (OIC) - a competition designed to stimulate fresh thinking and foster innovation in areas that are essential to our mission. This year, we are placing people at the heart of our transformation journey. Under the slogan 'People First', the OIC 2025 invites start-ups, SMEs, and innovative teams from around the world to help us develop solutions that enhance the experience, safety, and development of our workforce as we accelerate the energy transition.

As a key player in the European energy system, Elia Group understands that delivering a sustainable and reliable electricity supply is not just about infrastructure and technology - it's about the people behind the operations who ensure the energy supply keeps flowing around the clock. Our employees are central to everything we do. In a rapidly evolving work environment, we aim to equip them with the best tools to perform their crucial roles, while continuing to grow both professionally and personally.

This year's challenge focuses on four priority areas in the Human Resources domain:

1) Knowledge Management

We are looking for innovative approaches to capture, share, and leverage knowledge across the organisation. Solutions should help us to, for example:

- Streamline onboarding and offboarding processes
- Provide continuous learning opportunities
- Enhance knowledge sharing through intuitive platforms
- Ensure seamless access to critical information
- Build effective mentoring networks

2) Cultural Change

Elia Group is evolving, and with that comes the need to adapt to our organisational culture. We seek ideas that will, for example:

- Support the development and measurement of cultural initiatives
- Foster active leadership participation in culture change
- Promote inclusive and sustainable workplace values
- Encourage engagement through gamification and other interactive methods

3) Security Awareness and Behaviour

Cybersecurity and insider threat awareness are becoming increasingly important. For example, we aim to:

- Improve employee resilience against phishing and social engineering
- Use gamified and behavioural learning to reinforce best practices
- Create champion programmes to spread awareness internally
- Foster a proactive culture of digital responsibility

4) Safety and Wellbeing

We are committed to supporting the physical and mental wellbeing of our teams. Innovative proposals could address, for example:

- Behavioural safety around high-voltage infrastructure
- Initiatives to embed a culture of safety and wellbeing
- Tools and solutions that support wellbeing and emotional resilience
- Holistic approaches to physical and psychological health

Elia Group welcomes applications that fall within these four domains, but we also encourage ideas beyond these categories, as long as they align with the overarching goal of putting people first.

This year's challenge is officially being launched today, 12 June 2025, with the winning team to be announced on 4 December 2025 in Brussels.

Teams interested in taking part in this year's challenge have six weeks to refine and submit their projects for consideration (the deadline for submissions is 24 July). Several of the submissions received will then be shortlisted by the OIC judges. These teams will receive support from Elia Group experts to help them further refine their proposals. Up to five teams will then be invited to take part in the challenge final, where they will pitch their improved solutions to the OIC judges. The winning team will be given the opportunity to undertake a proof of concept worth up to €50,000, with support from Elia Group staff (based either at Elia in Belgium or 50Hertz in Germany).

Interested in applying? The deadline for submissions is 24 July 2025. To find out more about how to apply, and submit your idea for the OIC 2025, visit the Elia Group Innovation website: <https://innovation.eliagroup.eu/oic2025/>

About Elia Group

One of Europe's top five TSOs

Elia Group is a key player in electricity transmission. We ensure that production and consumption are balanced around the clock, supplying 30 million end users with electricity. Through our subsidiaries in Belgium (Elia) and the north and east of Germany (50Hertz), we operate 19,460.5 km of high-voltage connections, meaning that we are one of Europe's top 5 transmission system operators. With a reliability level of 99.99%, we provide society with a robust power grid, which is important for socio-economic prosperity. We also aspire to be a catalyst for a successful energy transition, helping to establish a reliable, sustainable and affordable energy system.

We are making the energy transition happen

By expanding international high-voltage connections and incorporating ever-increasing amounts of renewable energy into our grid, we are promoting both the integration of the European energy market and the decarbonisation of society. We also continuously optimise our operational systems and develop new market products so that new technologies and market parties can access our grid, thus further facilitating the energy transition.

In the interest of society

As a key player in the energy system, Elia Group is committed to working in the interest of society. We are responding to the rapid increase in renewable energy by constantly adapting our transmission grid. We also ensure that investments are made on time and within budget, with a maximum focus on safety. In carrying out our projects, we manage stakeholders proactively by establishing two-way communication channels between all relevant parties very early on in the development process. We also offer our expertise to different players across the sector in order to build the energy system of the future.

International focus

In addition to its activities as a transmission system operator, Elia Group provides consulting services to international customers through its subsidiary Elia Grid International. In recent years, the Group has launched new non-regulated activities such as re.alto - the first European marketplace for the exchange of energy data via standardised energy APIs - and WindGrid, a subsidiary which will continue to expand the Group's overseas activities, contributing to the development of offshore electricity grids in Europe and beyond.

The legal entity Elia Group is a listed company whose

core shareholder is the municipal holding company Publi-T.

[eliagroup.eu](https://www.eliagroup.eu)

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