



Total WHAT IS THE FUTURE OF THE SERVICE STATION?

Challenge

Advancements in mobility, networking, and transportation are disrupting the conventional role of the gas station. With the emergence of long range electric vehicles, self-driving automobiles, hydrogen-powered vehicles, and inexpensive alternatives emerging via the sharing economy, big questions have emerged. **What will urban mobility look like in the future? And what role will gas stations play?** To screen future scenarios and innovative answers to these questions, Total **crowdstormed the future** together with architects, service designers, and creative professionals from around the world.

SET-UP



Together, Total and jovoto identified the optimal **creative strategy** needed to leverage a **global creative crowd**.



This was a **public project**; creatives were invited to participate and engage in the global crowdstorm.

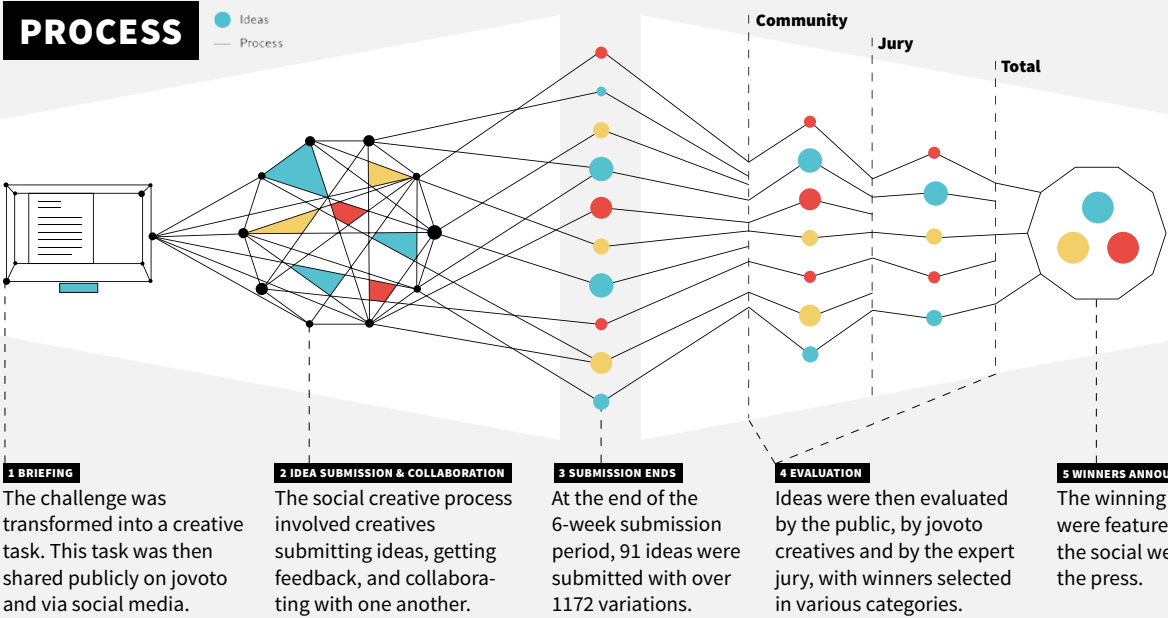


A total of **€21 500** (\$24 500) was awarded in prize money, including 1 client's choice, 4 jury prizes, and 14 community prizes.



A project jury included experts on sustainability and the environment, retail, strategy, and architecture.

PROCESS



1 BRIEFING
The challenge was transformed into a creative task. This task was then shared publicly on jovoto and via social media.

2 IDEA SUBMISSION & COLLABORATION
The social creative process involved creatives submitting ideas, getting feedback, and collaborating with one another.

3 SUBMISSION ENDS
At the end of the 6-week submission period, 91 ideas were submitted with over 1172 variations.

4 EVALUATION
Ideas were then evaluated by the public, by jovoto creatives and by the expert jury, with winners selected in various categories.

5 WINNERS ANNOUNCED
The winning ideas were featured across the social web, and in the press.

RESULTS

91

entries & 1 172
idea variations

611

participants from
54 countries

10 128

votes & 2 729
comments

14 599

unique page views
on jovoto.com

WINNING IDEAS



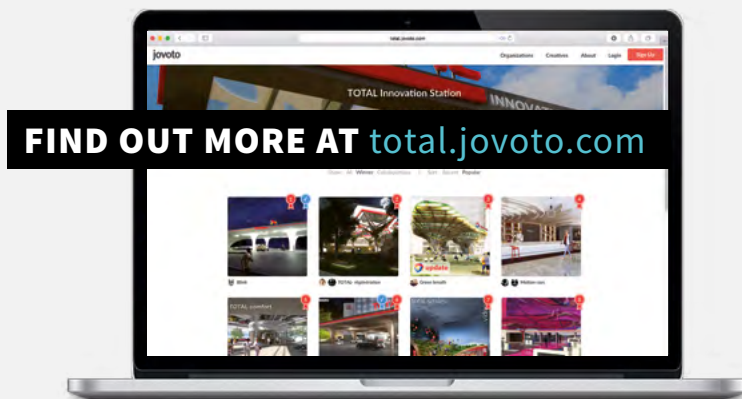
Blink by Alab (Serbia) & **Green breath** collaboration by zaarchitects (Germany/



“We turned to jovoto to help us imagine and envision new concepts, designs, and ideas for the service station of the future. We were very satisfied by the results of this important project. In Germany alone, we operate over 1 100 stations, so getting this right is critical.” – H.C. Gützkow, Managing Director at Total Germany

About Us

jovoto is an **online crowdstorming platform**, where brands and organizations go to **solve design and innovation challenges** with a global community of creative professionals. The community today consists of **80 000 creative professionals** from architects to industrial designers and artists, from **153 countries**.



Contact Us



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