



Renault Group

Digital Learning Campaign

LAB RH - MARCH 27TH 2024

01

2022 FESTIVE CALENDAR CAMPAIGN

BECOMING A LIFELONG LEARNER!



01 – 2022 FESTIVE CALENDAR– Campaign set-up



OBJECTIVE

LET RENAULT LEARNERS DISCOVER HOW EASY AND FUN IT IS TO BECOME A LIFELONG LEARNER !



WHO? Audience

All Renault colleagues with access to Learning@RG (30Kusers)



WHAT? Key Message

« have a fun 21 days experience of lifelong learning with e-learning modules, inspiring thoughts & micro -actions »



HOW? Multi-channel reach

DECLIC
Life@RenaultGroup
Insid'R
Yammers
L@RG



WHEN? Stat dec1st

W48

1

w49

2

W50

3

W51

4

W1 – W8 – module communication



MEASURE? KPI

#1 – 23, 000 learners
#2 – 80% opened
#3 – qualitative rating: no below 4 ★★★★★
+ Feedback questionnaire

01 – Lifelong Learning Campaign

NOVEMBER

DECEMBER

Social Networks



Email signature



Intranet



LMS



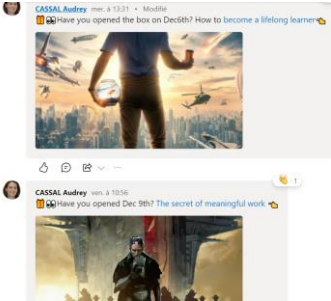
Newsletter



HR portal



Social Networks



+ 2 operational relays
👉 Countries
👉 Academies

01 – 2022 FESTIVE CALENDAR– Communication

JANUARY

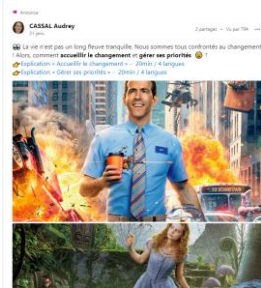


« Learning to learn again »

« becoming a lifelong learner »



« Embracing change
&
Managing time »



FEBRUARY

« The Secret of
meaningful work »



« Creating learning rituals »



« Mastering the art of conversation »



Academies

Manufacturing Academy Accueil Missions Orientations Chariers Réseau OTC Formations EMP MTS Testbox Blog Nos autres sites

Vous êtes ici : / / L'acteur renault

Maîtriser l'art de la conversation

Nous sommes tous amenés au quotidien à manier l'art (subtil) de la conversation. Alors voici quelques clés pour briller en toutes situations 🎯

🎯 Éducation + Maîtriser l'art de la conversation

🕒 Durée: 15 minutes

🌐 Formation disponible en 4 langues

Créer des rituels apprenants

Pris dans le flux de notifications, de mails, de to-do-lists, nous avons vite fait de remettre à demain notre apprentissage. Alors, Comment instaurer des rituels apprenants ? 🎯

🎯 Éducation + Créer des rituels apprenants

🕒 Durée: 15 minutes

🌐 Formation disponible en 11 langues

Rejoignez-nous dès maintenant sur le **Yammer Manufacturing Academy!**

Vous retrouverez toutes les dernières actualités, articles et formations proposés par notre équipe.

Pour d'autres questions, écrivez-nous à notre adresse e-mail : manufacturingacademy@renault.com

Commercial & Communication Academy Newsletter, le 07 Février 2023

ED Ecole du commerce et de la communication <ecole-commerce-communication-noreply@renault.com>

A CASSAL Audrey

Stratégie de rétention : O365 INBOX 80 Days Delete and allow recovery (80 jours)

📧 Vous avez transféré ce message le 07/02/2023 09:04.

En cas de problème lié à l'affichage de ce message, cliquez ici pour l'afficher dans un navigateur web.

Date d'expiration : 28/04/2023



Festive Calendar– December 2022

Countries

RABIE NOUREDDINE 14 Jan

Publié dans Learning Company

CASSAL Audrey 14 Jan

🎯 We get so caught up in the flow of notifications, emails, to-do lists, that we are quick to put off learning. To regain control over your development, here are tips to set-up **lifelong learning rituals!** 🎯 Find out on "Create Learning Rituals" - 15min / 11 languages

Afficher la conversation dans son intégralité

👍 Aimer Ajouter un commentaire Partager Vous

HAYAT BOYU ÖĞRENME KAMPANYASI İLE GELİŞMEYE DEVAM EDİN!

Hayat Boyu Öğrenen Biri Olmak

Öğrenmek, zihnin asla tükenmediği, asla korkmadığı ve asla pısmıran olmadığı tek şeydir. Leonardo De Vinci. Peki hayatınız boyunca nasıl öğrenirsiniz? Eğitime ulaşmak için [buraya tıklayın](#)

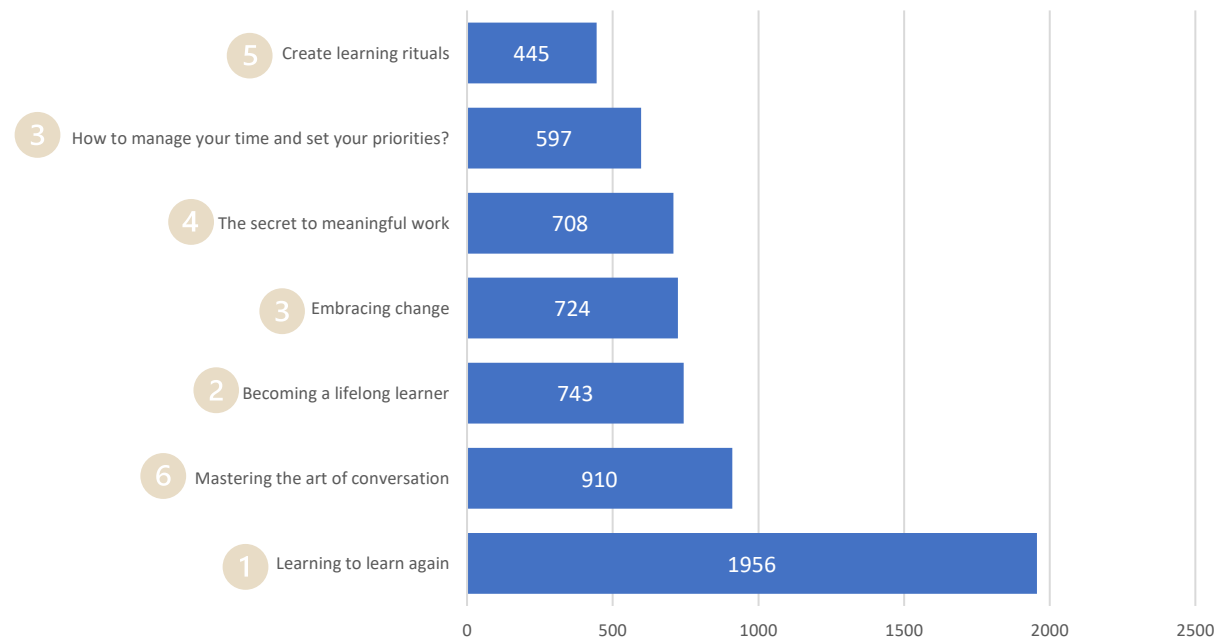
Değişimi Kucaklamak

Hayat uzun, sessiz bir nehir değildir. Hepimiz, varoluşumuz boyunca, istenirse de istenmese de değişimle karşı karşıyayız. Peki değişimi nasıl kucaklarız ve...

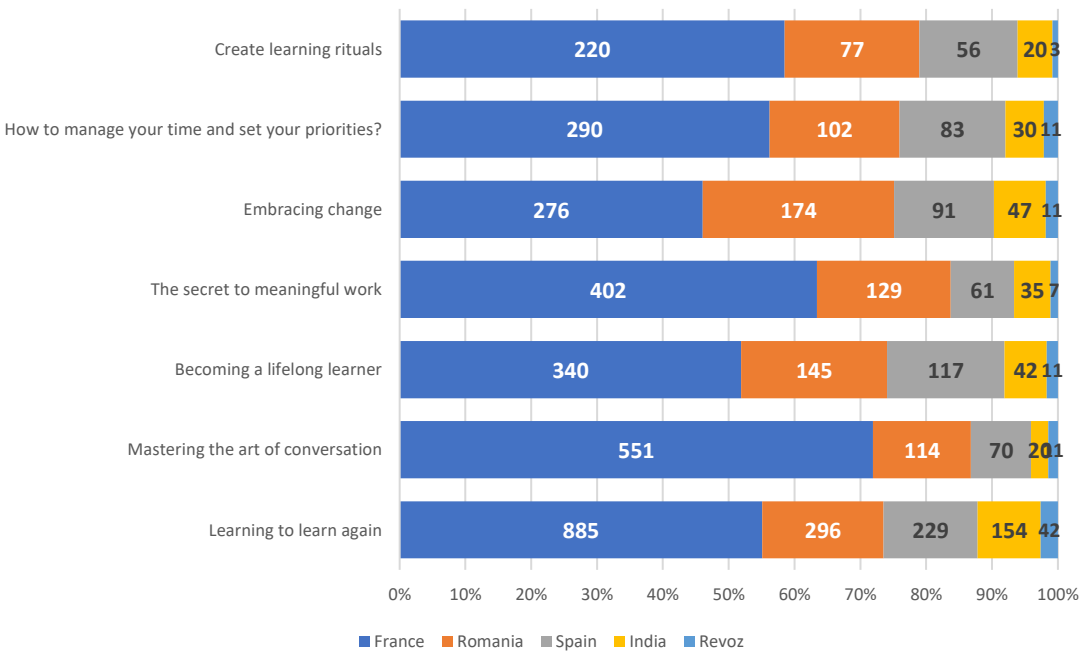
01 – 2022 RESULTS : Modules completion

module completed : what were learners interested in?

TOP 10 of modules



Top 10 countries / modules



01 – 2022 RESULTS: Intern Social Media

What media do learners follow?

JANUARY

FEBRUARY



Yammer All Company (Views)		FR	ENG
nov-29	Calendar	55481	53114
janv-17	Learning to learn again	28682	48776
janv-23	Becoming a lifelong Learner	16825	1341
janv-31	Embracing change/ Managing Time	28701	25576
Feb 7	Secret of meaningful work	4430	2168
Feb14	Creating learning rituals	28321	1399
Feb 21	Mastering the Art of Conversation	37775	1265



SILVA Jonatas 16 févr.

I recommend it, I did it and I'm already putting it into practice, along with everyday tasks here in Brazil. [CASSAL Audrey](#), thank you very much!!

[Afficher la traduction](#)



01 – 2022 RESULTS : Personalised mail reminder

How learners are closing modules?

🔔 Don't forget to finish that course you've started 🔔

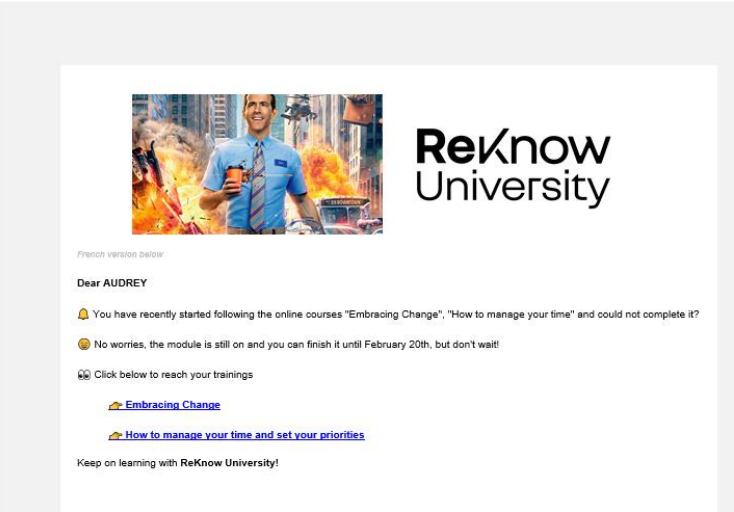


LEARNING-ALLIANCE@renault.com

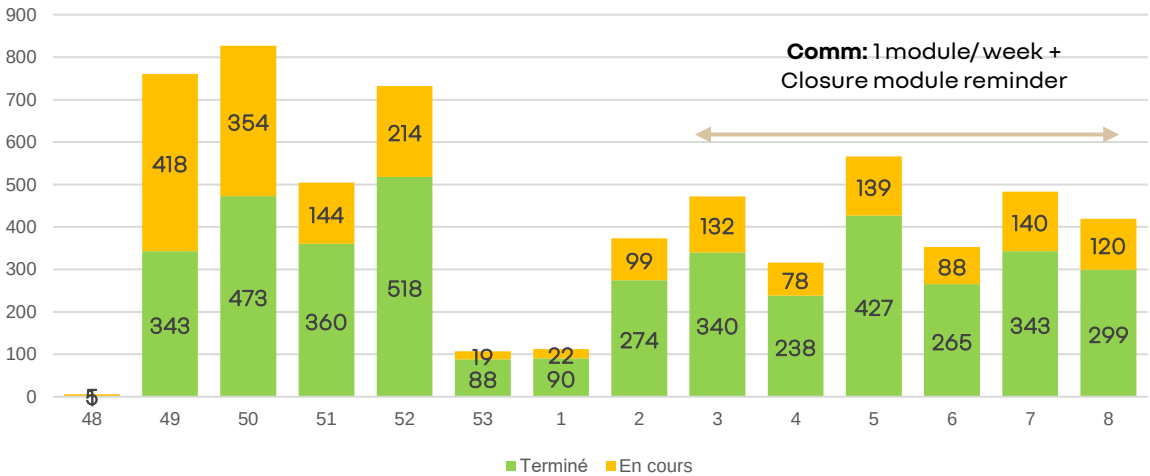
À CASSAL Audrey

Stratégie de rétention O365 INBOX 80 Days Delete and allow recovery (80 jours)

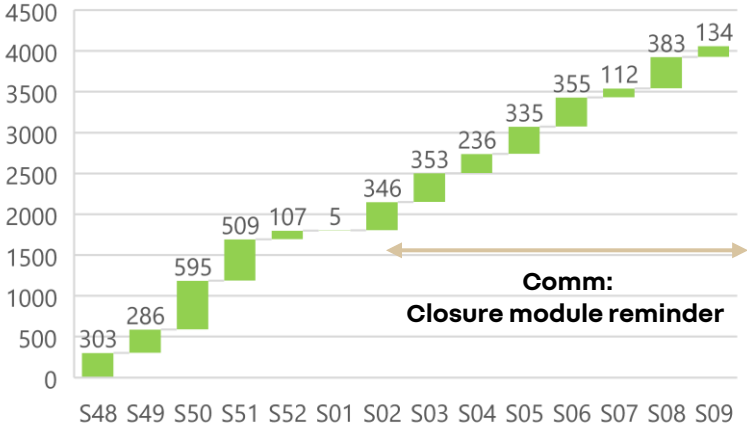
📄 Cet élément expirera dans 29 jours. Pour le conserver plus longtemps, appliquez une autre straté



Number of modules completed/in progress



Weekly evolution - modules completed



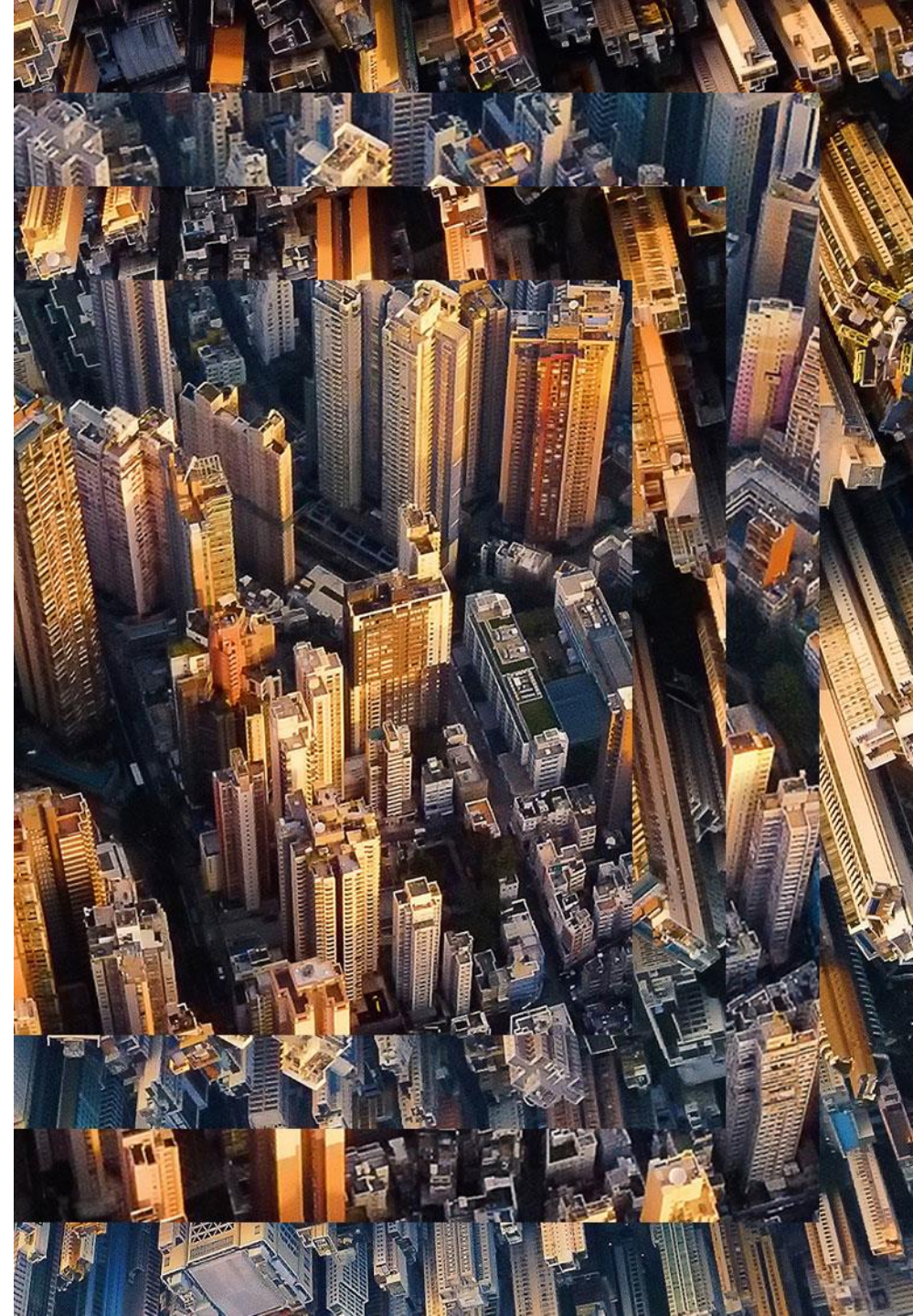
 11,762 learners  8,053 hours

KPI	Feb27th
#1 - learners	11 762 (Calendar 5679 / Modules : 6083)
#2 - opened modules completed	67%
# 3 – Rating	4,26 (693 Feedbacks)
# hours	8053
# modules completed	4059 (out of 6031)

02

2023 FESTIVE CALENDAR CAMPAIGN

LEARNING BEYOND ITS COMFORT ZONE



02 – FESTIVE CALENDAR 2023 – Campaign set-up



OBJECTIVE

REMIND RENAULT LEARNERS HOW EASY & FUN IT IS TO BE A LIFELONG LEARNER
« Learning beyond it's comfort zone »



WHO?
Audience

All Renault employees with access to L@RG (30,000 learners)



MEASURE?
KPI

Learners: 17,000
learning hours: 13,000

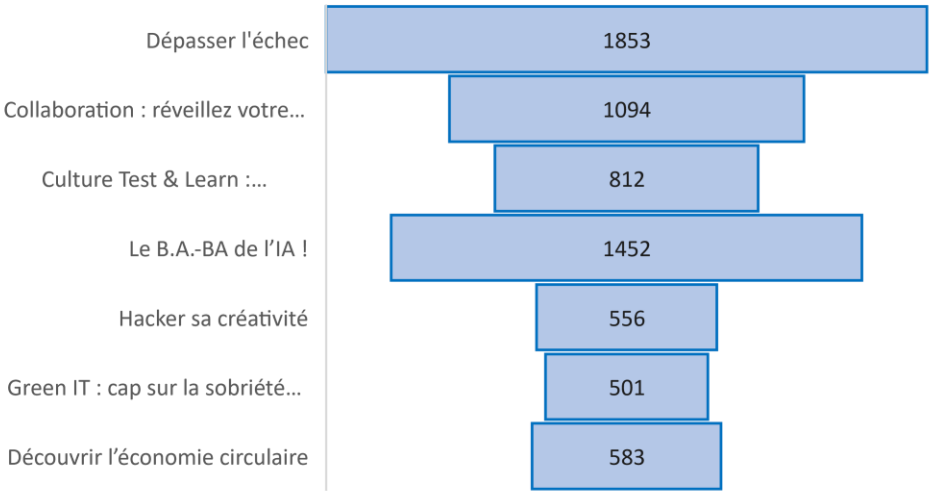


04 – FESTIVE CALENDAR 2023 - RESULTS

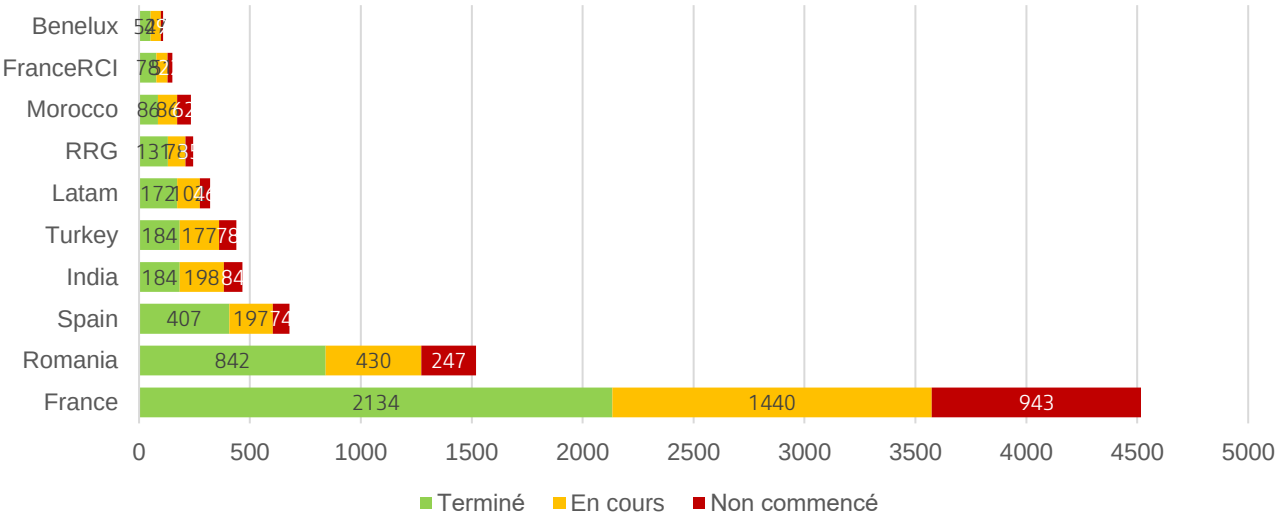
 **9 052 learners**
(11,762 in 2023)

 **9,390 hours**
(8,053 in 2023)

Modules appreciated



TOP 10





Thank you