



Press release

Issy-les-Moulineaux, June, 10, 2022

12th edition of the Digital Learning Excellence Awards

The Cegos Group recognizes the most innovative blended and digital learning programs

At the end of the Learning, Talent and Development Congress, the Cegos Group, a European and international leader in learning and development, revealed the winners of the 12th Digital Learning Excellence Awards.

Created by Cegos and organized in partnership with AEF.Info, these awards aim to promote programs that reflect the richness and diversity of distance and blended learning today: they are therefore a good indicator of the Digital Learning trends within companies and organizations.

This year, the jury was chaired by Thierry BOUILLON, Deputy Director General of HRRS in charge of talent and skills development at POLE EMPLOI.

The Digital Learning trends observed during this 2022 edition

After two years marked by the indispensable digital acceleration, the L&D function continues its transformation to adapt in depth to a volatile and complex environment. Four major trends emerge from this 12th edition.

First major trend: the L&D function in the front line to accompany the major changes at work

This year, more than half of the entries aim to support the development of skills impacted by the transformations. Societal and environmental responsibility is one of the recurring themes of the projects presented (climate change, inclusion and gender diversity in particular).

The L&D function is fully involved in supporting managers and employees in the adoption of new practices compatible with a hybrid work organization.

Second major trend: revisited management and design practices to enrich the learner's experience

A dozen candidate projects adopted co-design or design thinking approaches to develop their learning systems. This shows the increased willingness to encourage collective intelligence and co-design of training courses for greater creativity in the service of the learner experience.

This approach, which encourages involvement, openness and collaboration, mobilizes different skills, internally and/or externally, and encourages empathy with the target audience in order to meet the growing need for personalization.

Third major trend: devices embedded in the workflow, closer to operational needs

Learning as part of the workflow is about fostering a culture of experimentation, "learning by doing". Many candidate programs expose participants to professional challenges or new experiences that are fully integrated into their daily work.

This is achieved through participation in projects or the provision of personalized support, on request. These learning paths, thought out globally, are often distributed and accompanied locally by ambassadors, occasional trainers, coaches, tutors, mentors or even the managers themselves. This

makes it possible to combine standardization and differentiation, strategic alignment and proximity to needs on the ground.

Fourth major trend: the implementation of learner engagement strategies

Creating a desire to learn, sharing meaning and offering visibility: communication and marketing are now fully integrated into candidate programs. The L&D function is paying increased attention to promoting its offer to make people want to learn in a proactive way, without imposing it. This also involves carefully scripting the pedagogical aspects of the programs and alternating innovative, synchronous and asynchronous, short, accessible and "gamified" learning formats. For example, the emergence of podcasts and escape games, which have been used several times this year.

Grégory Gallic, Digital Learning Excellence Awards Project Manager, shares with us the 10 best practices favored by the candidates of this edition:

- 1 - *Build multidisciplinary project teams to provide a variety of skills and integrate the target's point of view.*
- 2 - *Combine strategic vision and operational agility by implementing a glocal organization that relies both on a corporate dimension and common learning practices, but also on a local dimension to offer more flexibility in deployment.*
- 3 - *Apply collaborative, learner-centered design approaches, such as design thinking or co-design.*
- 4 - *Nurture a sense of belonging through embodied programs that are meaningful to all stakeholders.*
- 5 - *Empowering learners by giving them more autonomy and proactivity in their learning process.*
- 6 - *Personalize the devices according to the needs and desires of the learners and by integrating the training into the work flow (participation in projects).*
- 7 - *Alternate pedagogical formats within hybrid, digital and human devices, embedded in the workflow.*
- 8 - *Create commitment through surprise: careful scripting, new formats (podcasts) and fun (escape game).*
- 9 - *Set up relays in the field to facilitate the transposition into the work situation: ambassadors, occasional trainers, mentors, coaches, etc.*
- 10 - *Use learning and performance data, personal dashboards to communicate, act on motivation and emulation around the program.*

The winners of this 12th edition of the Digital Learning Excellence Awards

2022 Grand Prize

AXA FOR ITS "AXA CLIMATE ACADEMY" LEARNING PROGRAM

This project aims to enlighten the subject of climate change from a positive and constructive point of view and to prepare AXA employees for the company's transformation in favor of the climate.

In this perspective, the subject of climate change is positioned as a business issue and goes beyond the stage of understanding to invite employees to act in their professional decisions and ways of working.

It is about offering employees a hybrid experience embedded in the workflow. The program is built around 4 pillars: Learn the science, Rethink the business perspective, Commit to change and Time to transform.

Best "Professionalization Challenges" Learning Program

EDF FOR "CRC: KEY RELATIONAL SKILLS"

This training, given in French, concerns the 6,000 customer advisors, as well as their managers, trainers and facilitators for the retail market. The objective is to train all populations in 4 Key Relational Skills: authentic listening, emotional control, solution orientation and cooperation. The principles of symmetry of attention and cascade deployment have governed the system for a 91% recommendation rate.

Best "Awareness-raising Challenges" Learning Program

THE "ECOLE DE LA BANQUE ET DU RESEAU" and LA BANQUE POSTALE for "The Advent Calendar"

La Poste Group wanted to create a training course highlighting the major projects, actions and key figures of 2021 by offering daily training content that would allow a retrospective of the year. This 2-to-5 minute content was designed and organized around the theme of Christmas. The different training modules were gamified to make the learning experience fun and friendly.

Best "HR & Management Challenges" Learning Program

RENAULT for "W-Journey", a leadership development program for women

The W-Journey training program is a blended leadership development program aimed at women managers in the Renault Group, all entities combined, i.e. nearly 650 female employees. The particularity of this project is the integration of innovative Renault projects to work on practical cases. Each cohort presents, in sub-groups of 5 participants, an analysis of an innovative project and proposals for business improvement.

Best “Digital Transformation of the Learning” Learning Program FRANPRIX for « Pitchboy

This 100% digital and immersive training program concerns all future store employees. The learner is immersed in the store environment thanks to 360° video and can interact naturally with an artificial voice. Thanks to artificial intelligence algorithms, the learner's words are analyzed and the tool can react accordingly. Everyone has a unique experience. This training has also had a positive effect on the employer brand. This caring and innovative training reflects an effective HR policy at Franprix and has resulted in a greater number of applications.

2022 Jury “Coup de cœur”

EPHEC for “Remediation course in Dutch”

EPHEC, a French-speaking Belgian institute of higher education, has set up an asynchronous online remediation course for newcomers who do not have the required level of Dutch to enable them to better follow the Dutch course of their curriculum. The course contains grammar capsules with tailor-made exercises contextualized in a space conquest. Due to the success of this program, many students who were not in the initial target group have asked to have access to the remedial course.

For this 2022 edition, 26 exemplary projects were presented in the 4 categories:

- **“Professionalization Challenges” category:** Covéa, EDF, Ferrero, La Banque Postale, Monoprix, Pickup services, Renault Group.
- **“Awareness-raising Challenges” category:** Albioma, AXA, Bouygues Construction, Engie, Krys Group, La Poste, Vinci.
- **“HR & Management Challenges” category :** Crédit Agricole IDF, GRDF, La Mutuelle Générale, La Poste Groupe, Plastic Omnium, Renault.
- **“Digital transformation of the learning” category:** AGAP2, AIR France, CANAL + INTERNATIONAL, EDF, EPHEC, FRANPRIX

The members of the jury for this 2022 edition:

PRESIDENT of the JURY: **Thierry BOUILLON** - Deputy Director General HRRS in charge of talent and skills development – POLE EMPLOI

Franck BAILLET - Executive Vice President Learning & Development Talent Management France – CAPGEMINI FRANCE (winner in the 2020 HR category)

Anne BOURGUIGNAT - Responsible for the group's training activities – SFR

Delphine BROILLET PERQUIN-GEORGES - Design & Digital Learning, Innovation and Marketing Vice President – TOTAL ENERGIES

Catherine BUCHE-ANDRIEUX - Global Learning & Safran University Director – SAFRAN (2021 Grand Prix)

François-Xavier CHIROL - Group Learning & Development Director – TRANSDEV

Johann GHILINI - Head of Learning France – SOCIETE GENERALE

Cécile MERIAUX – Learning Director – COOPERATIVE U ENSEIGNE

Cédric MORIN – Journalist – AEF INFO

Jean-Charles NOIROT- Learning Director – SCHNEIDER ELECTRIC

Pierre VILLEDIEU – Learning & Professionalization Director - ENEDIS

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About the Cegos Group - www.cegos.com

Created in 1926, the Cegos Group is a worldwide leader in Learning & Development. The Group now has its own operations in 12 countries in Europe, Asia and Latin America. It is also present in over 50 countries through its network of partners and distributors, leading training providers and top-tier technology experts.

Thanks to a staff of 1,200 and over 3,000 partner consultants, the Group trains 250,000 people throughout the world every year, generating revenues of €200 million.

Cegos deploys a global offer, including turnkey and tailored training and development, operational consultancy, Managed Training Services and international training projects. Its 'blended learning' approach aims to provide the most suitable and competitive learner experience by combining multiple learning formats (classroom training, e-learning modules, videoconferences, webcasts, e-training programmes and more).

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For more than 20 years, the 80 journalists of Groupe AEF Info have been deciphering the news in a reactive and equidistant manner and producing specialized information for actors and decision-makers in the public and private spheres. AEF Info currently covers 15 areas of information including Learning & Development, Education, Higher Education, Human Resources, Employment Policies and Social Protection. AEF Info has over 20,000 professional subscribers in 2,000 organizations. The Group also organizes large-scale trade fairs for professionals and/or the general public (Salon postbac, RUE - rencontres de l'ESR, Jeunes d'Avenirs, Nouvelle Vie professionnelle), conferences, seminars, etc.