

Who truly owns the intranet?

Is the intranet a digital tool managed by the IT department, or a communication platform spearheaded by the internal communications team? It's both, of course! At VELUX, our intranet is a collaborative effort between both departments. By fostering structured collaboration, continuous sparring, and clear task allocation, we ensure the intranet remains a dynamic and effective tool for everyone.

A promotional graphic for the SharePoint Intranet Festival. It features a circular portrait of Signe Lukowski, a woman with curly brown hair, smiling. To the right of the portrait is a red speech bubble containing the text "I'm speaking at...". Below the portrait is the VELUX logo. At the bottom, the text "Signe Lukowski Senior Corporate Editor" is displayed. The background is light blue with white cloud shapes and a silhouette of a crowd at the bottom. In the top right corner, the SWOOP Analytics logo is visible.

I'm speaking at...

SharePoint Intranet Festival

Wednesday May 21, 2025 | Online in Europe

VELUX®

Signe Lukowski
Senior Corporate Editor

SWOOP Analytics

A promotional graphic for the SharePoint Intranet Festival. It features a circular portrait of Christian Skjæran, a man with glasses and a blue shirt, smiling. To the right of the portrait is a red speech bubble containing the text "I'm speaking at...". Below the portrait is the VELUX logo. At the bottom, the text "Christian Skjæran Senior Digital Workplace Consultant" is displayed. The background is light blue with white cloud shapes and a silhouette of a crowd at the bottom. In the top right corner, the SWOOP Analytics logo is visible.

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Christian Skjæran
Senior Digital Workplace
Consultant

SWOOP Analytics

Christian Skjaeran – Senior Digital Workplace Consultant
Signe Dam Lukowski – Senior Corporate Editor

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2025 SWOOP SharePoint Intranet Festival

VELUX®



Who truly owns the intranet?

Agenda

1. About VELUX

2. Internal Communication Ambassadors

3. The VELUX One project

4. Communication channels

5. Collaboration that works

6. Analytics

7. What about our factory workers?

8. Questions & Answers





Company facts

VELUX is a global market leader in roof windows, flat roof windows, sun tunnels and roof window blinds.

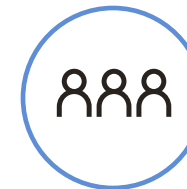
Founded by Villum Kann Rasmussen in Denmark in 1941, we now have around 12,000 employees globally.



37 countries with
sales companies



20 production
companies
in **12** countries



~**12,000** employees
globally



~**6,300** desk-based
employees

Who truly owns the intranet?

Internal Communication Ambassadors

Engaging activities



Ongoing knowledge sharing on Viva Engage and Teams



Regularly online training



Monthly online meetings



Yearly 2-day on-site seminar

#Communicators
#Ambassadors
#Editors



The VELUX One project – important to our success

- Strong management **commitment**
- Doubled down on out-of-the-box modern SharePoint **standard** (few web parts added)
- Leveraged our network of **Internal Communication Ambassadors** (established in 2014)
- **Empower** ICA's & editors (motivate and train them; they produce content and “shine”)
- No data migration established a **sense of urgency** – needed to evaluate and make content (no crap-in / crap-out)
- **Hubs with editorial boards** would make it easy to move content around e.g. when org. changes happens



	Day 1 – Creative Brainstorming	Day 2 – Turning Ideas into Actions	Day 3 – Next Steps
9 – 10:30 AM	Welcome! Attend project info. (Stavros & Cleveland)	Group A: Info, Search, Social Eng.	Review and Recommendations (Group A: Info, Search, Social Eng.)
10:45 – 12:30 PM	Group A: Search	Group B: Info, Search, Social Eng.	What will we do when we get home? (Preparation of creative pitch to tell people 'here's what I did as CPO and here's why you should be excited')
1:30 – 2:45 PM	Group B: Search	Group C: Info, Search, Social Eng.	
2:50 – 4:30 PM	Group C: Search	Group A: Info, Search, Social Eng.	
Evening	Dinner at hotel	Integration: Modern SharePoint and Search (Microsoft)	Optional: Dinner (weekly restaurant)



March 2019

Who truly owns the intranet?

VELUX®

October 2019 – leveraging annual 2-day seminar

- This year we were in Hungary and focused on getting ready for launch (share best practices). Showcase new site designs and page designs. Prepare promotion activities.
- Visiting local VELUX factory.



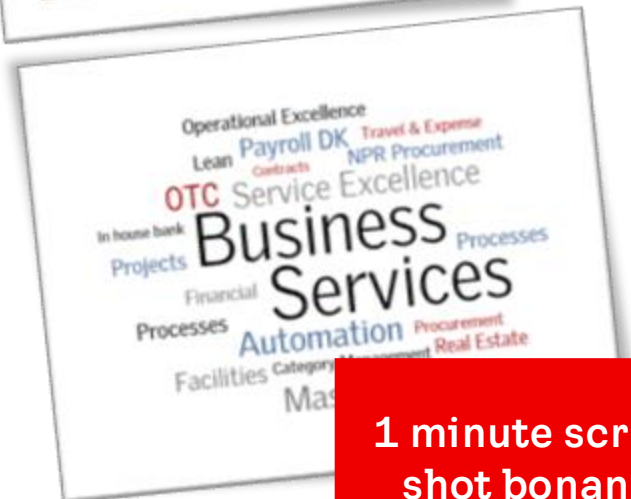
Who truly owns the intranet?

VELUX One project – our journey

History



Focus on great content



Select options

Our **VELUX Values** guide our everyday work. As VELUX employees, the values are **our compass for decision-making** in both good and challenging times. They represent ‘the how’ behind our Model Company Objective, purpose and strategy.





Tools and materials



Videos: Leadership reflections and first impressions from...

Click on each value to read more.

Commitment

We are passionate about what we do and go the extra mile to pursue our shared goals.

Customer Centricity

We put the people who live, work and play under the roof at the centre of everything we do.

Courage

We have the courage to be ambitious and try things we have never done before.

Mutual Respect

We respect and care for one another
and treat others as they would like
to be treated.

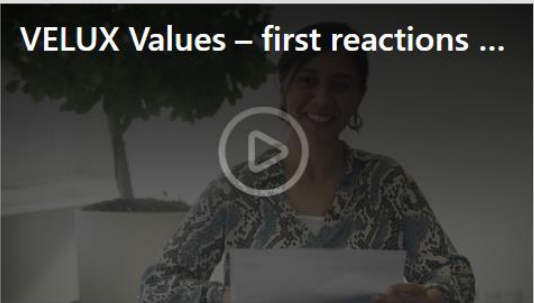
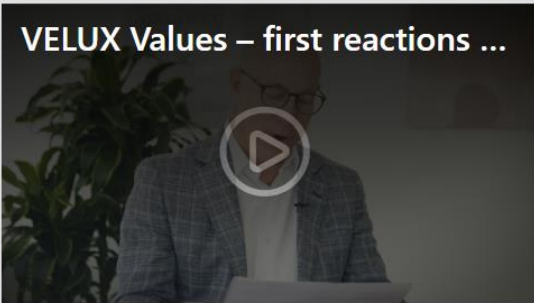
Social Responsibility

We act as a Model Company, driven by our Purpose to create well-being for people and planet.

Agility

We constantly look for new opportunities and move quickly to explore and realise them.

Leadership reflections with members of the VELUX Management Group and first impressions from colleagues.



Tools and materials





Published 10/04/2025

Translate to:

Select options

Translate

EGM Live broadcast took place on 27 March and many colleagues submitted questions for EGM prior to the event. Some of the questions were answered live during the event, while others are answered below.



What is the plan to get DSP sales up again?

Based on the monitoring of our DSP (Decoration and sunscreening products) sales, we can see that our sales figures are not on par with our expectations. Our growth relies on consistent performance across all three categories - Windows, Shutters and DSPs - so we are refocusing our activities and initiatives in Regional Sales to ensure that we



Q: I am really curious about the solar central in Spain. How will it work, and how will the energy be conveyed to our sales companies?

The solar central in Spain is part of the VELUX initiative to achieve 100% renewable electricity for its European operations. The project involves the development of two large solar PV parks in southern Spain: Alhendín and Gerena. The energy generated by these solar plants will be fed into the grid, rather than being directly transported to specific locations.

The Alhendín solar park is the first of the two and was recently completed. It includes several measures to enhance biodiversity and foster community involvement, such as Agri-PV installations, rainwater collection systems, wildlife refuges and educational school visits. The Gerena solar park is awaiting regulatory approval and is scheduled to be completed in 2025, with a capacity of about 60 MWp.

When both solar plants are fully operational, they will generate 167 GWh of renewable electricity annually, which is enough to cover all VELUX Group European operations and constitutes about 90% of the current global electricity consumption.



Barnabás Szabó
Executive Vice President, Operations and
Supply

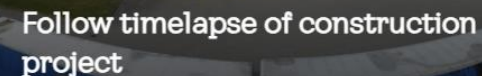
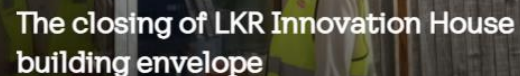
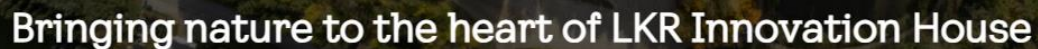


Tags

VELUX Keywords

Global News II

EGM



LKR Innovation House Viva Engage

Share thoughts, ideas, or updates

[View all](#)

Do you have questions or input regarding the project?

Please do not hesitate to contact us.



[View all](#)

Share thoughts, ideas, or updates

Discussion

Question

Praise

Poll

Article

 **Announcement**



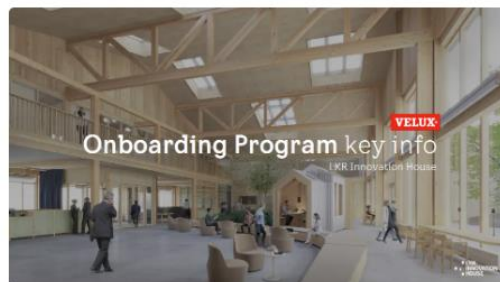
4h ago • @4

Seen by 580 :

Key Info from the LKR IH Onboarding Material 🧐

Hi everyone,

We have now condensed the onboarding material into a "key info PDF". We encourage everyone worki...
see more



📎 1 more attachment

Like

Com

 Comment



👍 🇸🇪 Trine Lindhardt Kofod and 19 others

Show 1 previous comment



Hi Karina,

We have talked about making it a part of future onboarding for new LKR Innovation House employees. However there has been made no decisions on it yet... see more

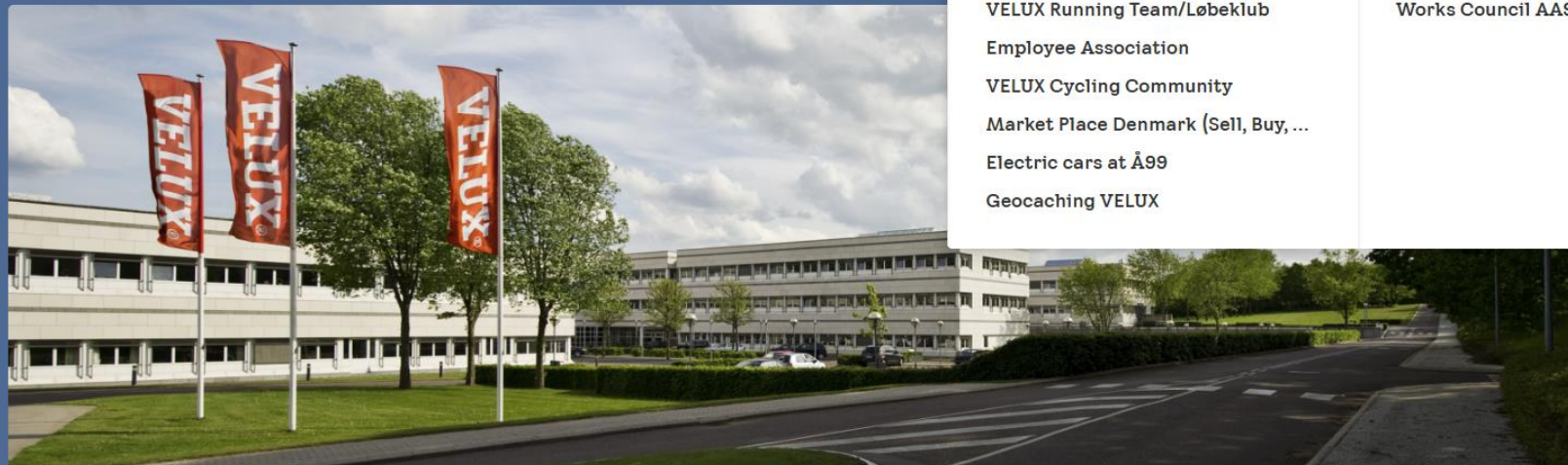
Do you have questions or input regarding the project?

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Videos



 Meeting rooms

 Employee Benefits

 Employee Foundation
(Recommendation Committee)

 Menu

Social clubs

Artclub/Kunstforening Sjælland

VELUX Running Team/Løbeklub

Employee Association

VELUX Cycling Community

Market Place Denmark (Sell, Buy, ...)

Electric cars at Å99

Geocaching VELUX

Councils & Foundations

Employee Foundation

Works Council AA99 (SU)

Published 15/05/2025 Share Edit

m, Denmark

4 °C Sunny 15°/9° 05/15/2025 MSN Weather

m, Denmark

13:30 Thursday, 15/05/2025

Campus Hørsholm

[View all](#)

Share thoughts, ideas, or updates



Anton Kragh Lauri...

Seen by 320

Mon at 10:46 AM

Only 54 days until the biggest annual sports event of the year to start, but who is counting...

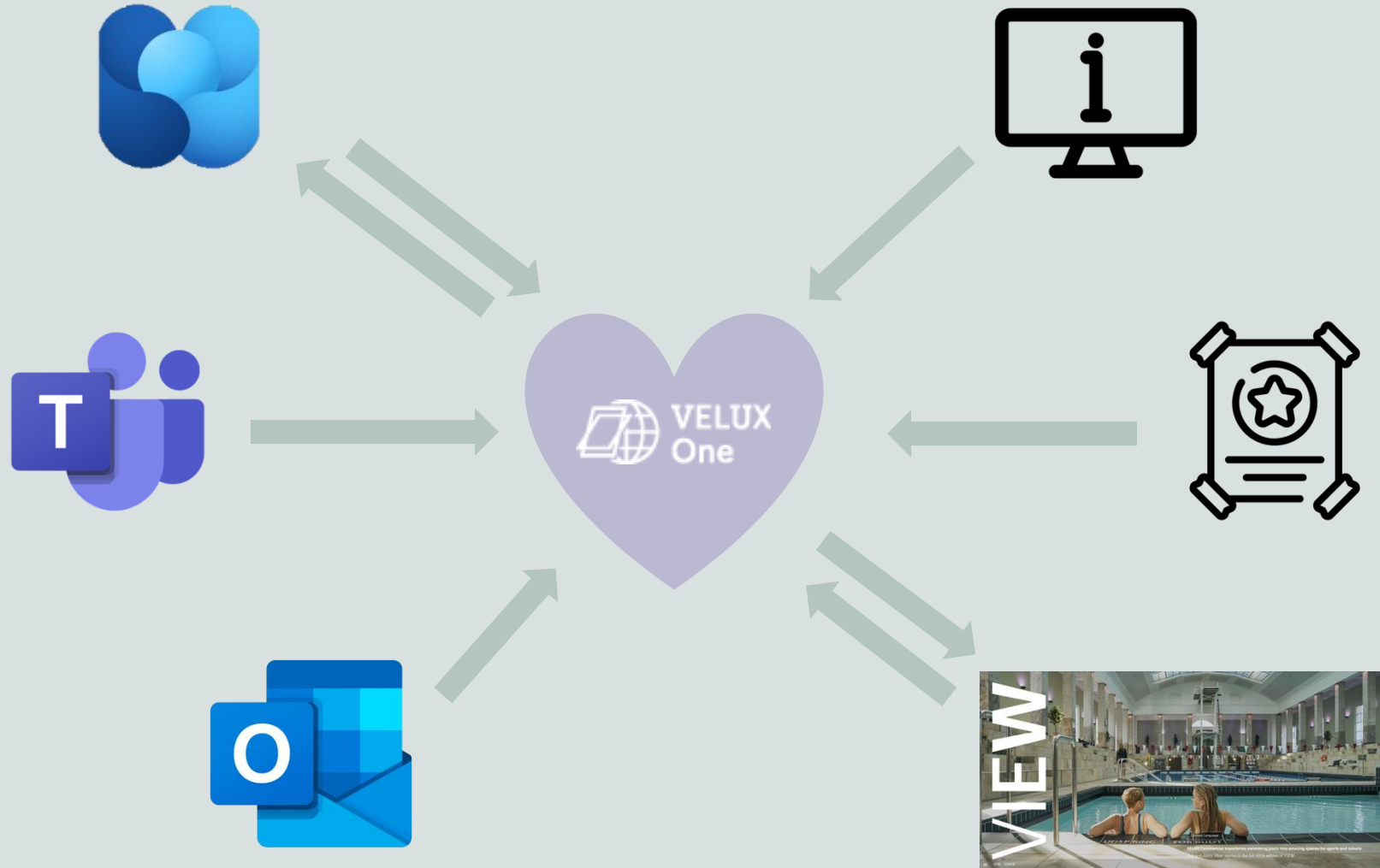
Today we open the Tour de France x VELUX pop up exhibition at th... see more



👍 🗨️ 👍 ❤️ 16

Who truly owns the intranet?

Communication channels



Who truly owns the intranet?

Collaboration that works

VELUX One is a joint venture between global comms and the DEX team, but with clear areas of responsibility:

Global comms

- Global content
- Governance (channel usage, content and editor access)

DEX

- Owns the platform/technology
- Technical training of new editors
- Search bookmarks

Both

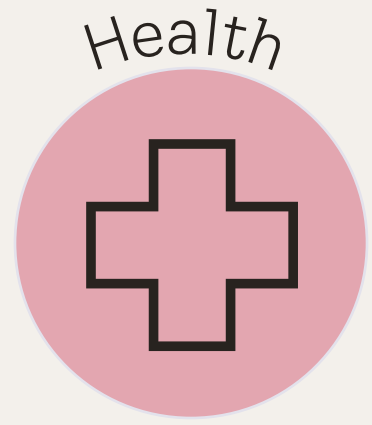
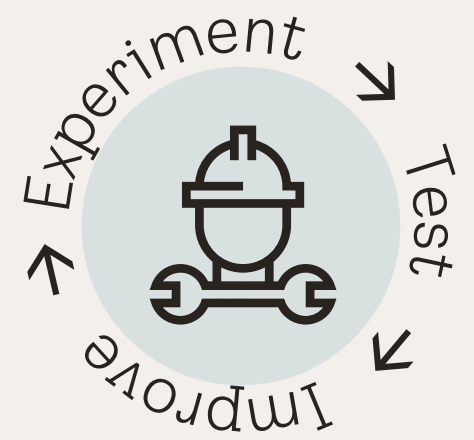
- Building new sites (& empower others)
- Community engagement



Analytics

Global comms

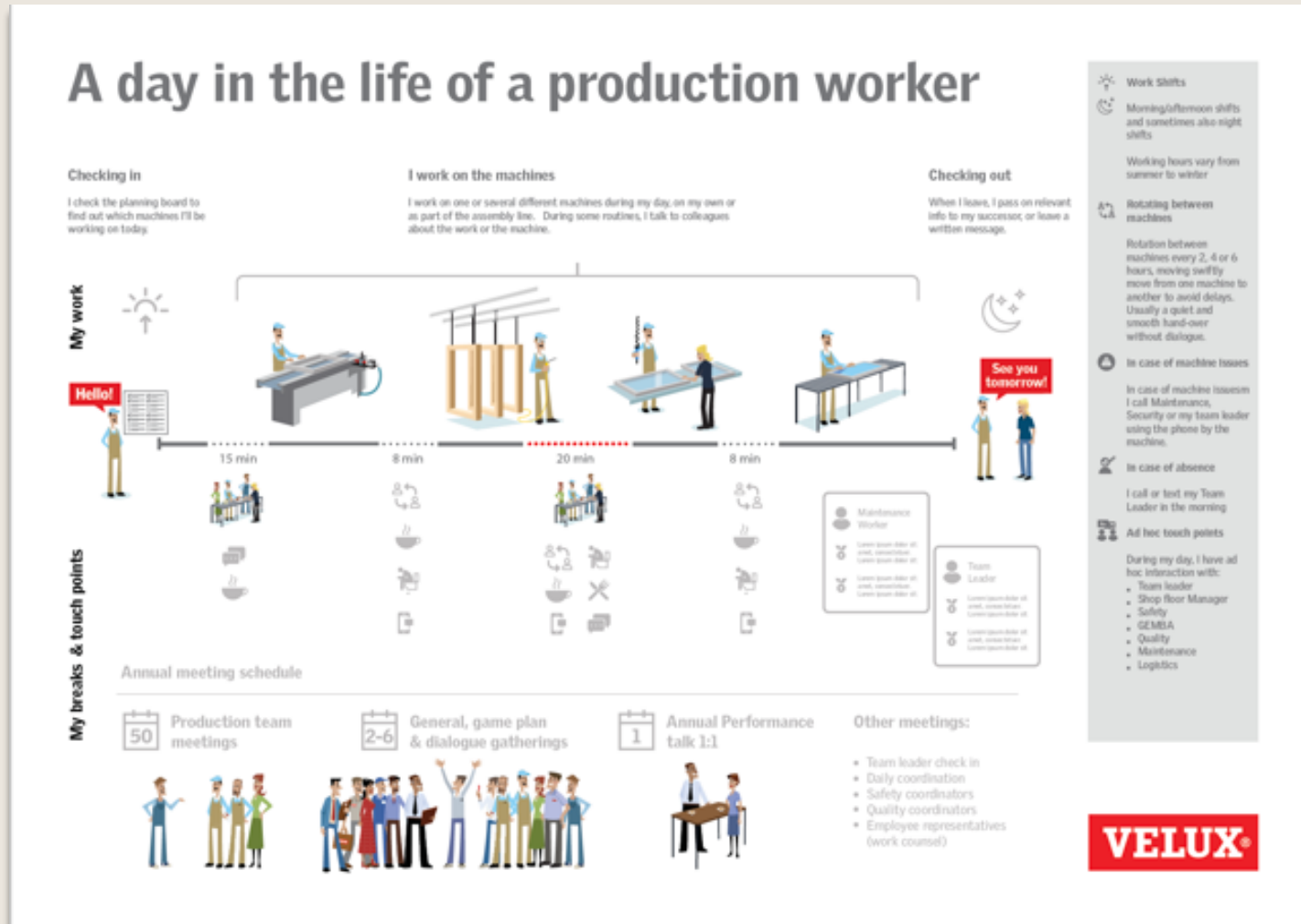
IT



What about our factory workers?



Digital Workplace in Production (DWiP) 2018-2020 + 2023/2024





Drivers

The vast majority has mobile phones & BYOD is not a problem

“Digital is the future and we are ready”

“We want to be part of the community and appreciated”

“It’s the first time anyone really showed interest in what I think”



Barriers

Time!
Safety!
Devices & data!



Opportunities

Continuous Improvements, safety hazards, state of the nation, ‘What’s happening’ and social stuff

Access to work relevant tools

Natural Influencers and Ambassadors are present

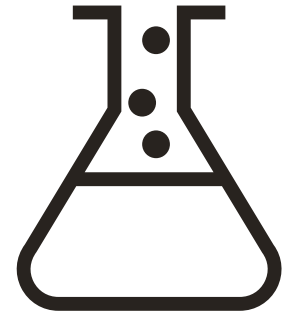
Key take-aways



No one person or team owns the intranet – it's a collaboration



Engage your local editors to meet the needs of all employees



Test, learn & develop to keep your intranet relevant and healthy

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**Silver Award
Winner**

Step Two
Intranet &
Digital Workplace
Awards