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*GE's Imagination
Breakthroughs: the
EVO Project*



Introduction

General Electric which is abbreviated as GE has from long been known to embrace the concept of innovation. , the “Imagination Breakthroughs” was launched as a strategic move to enhance creativity and to meet market challenges. Of all such efforts, the EVO Project innovation was among the key examples that GE employed to support sustainable practices.



Locomotive Science

The EVO Project was concerned with designing and constructing of a different and more efficient and low emission locomotive. As for emissions, integrating advanced technology through the use of analytic methods such as superior oil, it wanted to reduce emissions and fuel usage.



Risk Management

Some of the major issues that EVO Project encountered include expensive development costs; technological constraints and legal environment. To tackle these challenges, GE relies on a strong R&D portfolio in order to effectively bring out the best in it's multi-disciplinary teams.



Conclusion

The EVO Project showcases how innovation is the key to value creation and improved sustainability. This project is part of GE's Imagination Breakthroughs, which demonstrate how corporate strategy should match market needs and corporate responsibility to the environment.



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