**RESTART: Resilience and Training for SMEs**

**Case study template**

**(Project Result 3 - Task 3.1. & Task 3.2)**

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| **Author of the case study:** | *IHF* |
| **Name of the module to which the case study is assigned:** | *Module 2:* *Innovation and exploiting opportunities* |
| **Title of the case study:** | *Tesla's electric cars: Leading the way in innovation* |
| **Description of the case study:** | *Founded in 2003 by Elon Musk, Tesla is a manufacturer of electric vehicles, energy storage systems, and solar products. The company's aim is to expedite the shift towards sustainable energy and lessen the world's reliance on non-renewable energy sources. Tesla has gained recognition for its innovative approach to electric vehicle design and production, which has disrupted the traditional automotive industry, making it a leading example of innovation in business.*  *In 2008, Tesla introduced its first electric car, the Roadster, which became the first all-electric vehicle capable of highway speeds. Since then, Tesla has continued to innovate with its Model S, Model X, and Model 3 vehicles, which have become increasingly popular due to their performance, range, and sustainability. In addition to electric cars, Tesla has also developed energy storage systems and solar products, creating a complete ecosystem of sustainable energy solutions.*  *The approach of Tesla to innovation extends beyond its products. The company has also revolutionized the automotive industry by introducing a direct-to-consumer sales model and disrupting the traditional dealership model. Tesla's online sales platform allows customers to design, purchase, and service their vehicles directly from the company, without the need for a middleman. This approach has allowed Tesla to maintain greater control over the customer experience and has resulted in higher levels of customer satisfaction.*  *Tesla's success in innovation can be attributed to its strong focus on research and development. The company invests heavily in technology and has created a culture of innovation that encourages experimentation and risk-taking. Tesla's commitment to sustainability and the environment has also been a driving force behind its innovation, as the company seeks to create a better world for future generations.*  *The emphasis of Tesla on sustainable energy and their ability to disrupt the conventional automotive industry by producing electric cars exemplifies innovation in business. The company's dedication to research and development in the field has enabled them to excel in the industry, paving the way for other firms to follow suit and strive for innovation while simultaneously creating a more sustainable future.* |
| **Link for further information:** | *https://www.tesla.com/about* |
| **Target group of the case study:** | Micro, Small & Medium Enterprises (MSMEs)  Employees of MSMEs  The EU VET ecosystem  Business support organizations |
| **ESCO competencies and skills** | |
| * Transversal skills and competences * Social and emotional skills * Critical thinking * Analytical thinking * Problem-solving * Self-management * Business management * Adaptability * Resilience * Creativity * Networking * Initiative * Flexibility * Openness * Understanding complexity * Cooperation * Empathy * Innovation * Leadership      * Skills * Technological skills * Product marketing * Digital marketing * Digital skills * Communication * Cooperation * Emotional intelligence      * Knowledge * Business management * Online learning and training * Advertising * Cloud computing * Big data * E-commerce * Artificial intelligence * IoT * Digital literacy * Cybersecurity * Data mining and analysis * Sustainability * Well-being * Climate change * Social media management | |