

Two years in and HENRi@Nestlé is proving that collaborative innovation can make a genuine difference to Nestlé and consumers around the world

Two Years, 12 Projects, 400+ Start-up applications: Nestlé's ambitious new approach to open innovation continues to flourish

[HENRi@Nestlé](#), Nestlé's open innovation platform, is connecting with innovators and entrepreneurs on a global scale as it continues to tackle meaningful and challenging projects across sustainability, nutrition, health and wellness. The latest two challenges are no exception.

HENRi@Nestlé has continued to attract submissions from across the world and from a range of start-ups. In the first two years 12 challenges have been launched and HENRi@Nestlé has received over 400 submissions. This has led to partnerships with a number of entrepreneurs and innovators to launch new solutions and services.

Gerardo Mazzeo, Global Innovation Director at Nestlé, said: "Through HENRi, we're partnering with the very best and brightest start-ups and entrepreneurs so we can create innovative, high potential solutions across our businesses. This allows us to deliver against our purpose, which is about positively impacting individuals, society and the planet.

"The variety of challenges we're tackling continues. We've been working to improve the environmental impact of infant food pouches, to spread nutritional knowledge in Africa, and to inspire, engage and educate the next generation of farmers.

"The last two years have been about finding start-ups to help our purpose, which is all about enhancing quality of life and contributing to a healthier future. I'm sure another busy year lies ahead, one full of opportunities for us to solve business challenges and create meaningful change in collaboration with start-ups, innovators and entrepreneurs."

Success stories

The [Nespresso Sustainability Challenge](#) created an online platform so consumers can experience and participate in Nespresso's global sustainability efforts and their positive impact on social and environmental sustainability.

Vincent Leroudier, Digital Communication Manager for Nespresso, said: "Without HENRi the project would still be in the drawer. But open innovation allowed us to motivate everyone and work in the same direction—the team and especially the management."

[The KitKat Sustainability Challenge](#) amplified the value of KitKat's sustainability practices to farmers, communities and consumers. [Good-Loop](#), an ethical video advertising platform, was selected as the winner with its tech-for-good solution, which uses the power of advertising to make charitable donations to the Nestlé Cocoa Plan.

Amy Williams, CEO and Founder of Good-Loop, said: “Nestlé is encouraging collaborative solutions to real problems - just look at our partnership. Linking KitKat and the Good-Loop platform means we’re able to donate 50% of ad spend to the Nestlé Cocoa Plan and support suppliers, communities and consumers around the world.”

Live challenges

HENRi@Nestlé currently has two live challenges. [How do you measure wellness?](#), is looking for partners to define wellness and measure how our mood, state of mind and enjoyment of life can be affected by the food we eat and how we experience it. The aim of this challenge is to highlight potential wellness benefits to consumers.

For the second live challenge, [Engaging patients for better skin health](#), Nestlé Skin Health is looking for partners to develop an innovative way to promote adherence to acne treatments, encouraging people to stick to their course of treatment and see real outcomes. Acne is a chronic disease with serious physical consequences. It affects 80% of teenagers and many adults – including 35% of women between the ages of 30 and 40.

Previous challenges

[Nurturing the next generation of farmers](#) considers the future of agriculture by tackling youth unemployment around the world. The challenge aims to unleash young people’s potential, enabling them to shape the future of food and farming in the context of a rising population and an impending food supply challenge.

The challenge [spreading nutrition knowledge and empowering better health in Africa](#) aims to help families provide their children with the best possible nutritional start in life by delivering information, tools and tips that could save lives. By speaking to families, communities, and mothers the aim is to plug gaps in nutritional knowledge through the channels that they use, bearing in mind financial circumstances and levels of knowledge, literacy and digital connectivity.

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NOTES TO EDITORS

The full list of projects can [be found here](#).

Other HENRi@Nestlé activity includes:

- [Collaboration with Purina](#) to find partners to enrich the lives of pets and their owners.
- [Collaboration with the Nestlé CSV Prize](#) to find initiatives in nutrition, water and rural development to support and take to scale.

About HENRi@Nestlé

HENRi@Nestlé is an open innovation platform where Nestlé partners with early-stage companies to create innovative, high-potential solutions in response to brand and business challenges. The platform is part of a wider group of innovation initiatives at Nestlé known as NEXT. It is named after Nestlé founder Henri Nestlé, a pioneer and entrepreneur who was motivated by the challenges and the needs of the society he was living in.

The HENri platform offers real business opportunities for companies to collaborate with Nestlé on product innovation, sustainability initiatives, creative brand campaigns and more. Selected companies receive \$50,000 and senior business support to fund pilots to bring their products and ideas to individuals and families. For entrepreneurs, it starts with a simple click. Visit www.henri.nestle.com to start working on projects that matter.