



Nestlé

A collective bid for innovation

CROWDSOURCING FACILITATES INNOVATION WITH DIFFERENT COLLECTIVES LIKE EMPLOYEES. CO-CREATING PRODUCTS WITH INTERNAL TALENT ALLOWS THE ORGANIZATION TO TAKE ADVANTAGE OF ITS COLLECTIVE INTELLIGENCE

Nestlé uses the innovation community [INNOVA 2.0](#) to develop products with its employees and promote internal innovation.



A collective bid for innovation

CHALLENGE

NESTLÉ sought to increase internal innovation in terms of new products and a corporate culture. To do this, it was looking for a solution that would bring together its employees in Spain and Portugal in a single environment where they may find new ideas and give form to an element of collective intelligence.

PROPOSAL

INNOVA 2.0 is a community where all the group's employees in Iberia can share ideas in several categories or in response to the organization's proposals. They can be seen by all the workforce and can be co-created in real time by employees.

RESULT

INNOVA 2.0 has yielded over 1,000 ideas a year in various areas of the company. NESTLÉ asked its employees about different product categories and how to increase sales, among other aspects of the organization. Apart from ideas, the community has served to consolidate the entire workforce's appetite for innovation. Listening to employee initiatives has strengthened their engagement, by instilling the belief that their ideas count and they are innovators.

INNOVA 2.0 A DRIVER FOR TRANSFORMATION



INNOVA 2.0 ENABLES NESTLÉ TO CREATE NEW PRODUCTS OR ADD IMPROVEMENTS ALONG WITH EMPLOYEES IN SPAIN AND PORTUGAL, TAKING ADVANTAGE OF CROWDSOURCING AS A GREAT STRENGTH IN THE COMPETITIVE CONSUMER MARKET.

INNOVA 2.0 has allowed Nestlé to make use of the know-how of different people, such as company employees and consumers, to reinforce the company's portfolio with their ideas and improve internal processes to become more effective and innovative.

The community was launched in early 2012 and in its first four months it surpassed the management's number of expected ideas for the first year. Crowdsourcing has allowed the organization to align all its human capital in Spain and Portugal around one strategy and innovation philosophy.



VIDEO
JESÚS ALONSO.
HEAD OF INNOVATION

"INNOVA 2.0 has enabled us to develop a collective intelligence that makes us stronger".

INNOVA 2.0 REINVENTED CULTURE

THE COMMUNITY HAS ALLOWED NESTLÉ TO GIVE A SECOND LIFE TO MATURE PRODUCT CATEGORIES AND COLLECT IDEAS TO IMPROVE DAILY PROCESSES.

■ COLLECTIVE INTELLIGENCE TO REINFORCE THE NESTLÉ BRAND



PET PRODUCTS



HEALTH & WELL-BEING



CHRISTMAS PRODUCTS



CONSUMER ENGAGEMENT



INCREASE SALES

INNOVA 2.0 has made it possible to reinvent several product categories collectively and improve internal processes. NESTLÉ invited its employees to create new references in segments like healthcare and well-being, pets or the impulse buying market.

Over one hundred ideas have been tested on consumers. Before that, they were co-created by employees and preselected by an internal expert committee. Among the advantages of ideas crowdsourcing is the “greater flexibility offered by a continuous interaction among employees”, claims Jesús Alonso.

Another advantage is having an internal testing ground where products can be tested before their launch, reducing the risks associated with a new arrival to the market. “Having more and better ideas gives us a great competitive advantage”, summarizes Alonso.

■ ACTIVITY JAN12-DIC16

+1.000

IDEAS/YEAR

+350

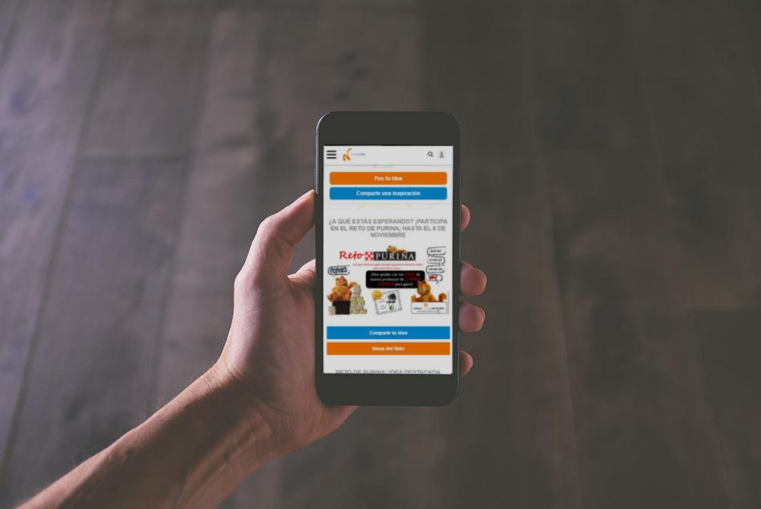
EVALUATED INTERNALLY

+100

IN TEST WITH CONSUMERS

+1.500

USERS



INTERNAL TALENT AT THE SERVICE OF INNOVATION

INNOVA 2.0 MAKES NESTLÉ EMPLOYEES IN SPAIN AND PORTUGAL FEEL THEY ARE INVOLVED IN THE COMPANY'S LOCAL STRATEGY

The community makes innovation in the company democratic. Close to 1,500 people are registered and participate in the community, a high figure given that 60% of the group's employees are factory workers, with fewer opportunities to access digital initiatives.

Their contributions are voluntary, democratic, visible by all, and non-hierarchical. "Because of this, they feel involved and part of something strategic for the company; they feel like innovators", says Jesús Alonso.

INNOVA 2.0 has strengthened employee engagement through challenges driven by the company's management, looking for ideas to improve their offices or work environment. But above all, employees feel they are listened to and their ideas are recognized.

In that regard, the project's management has recognized innovators in the community and applied incentives. For example, by publicly rewarding users with the best ideas in the company's annual innovation conferences.

The community has also facilitated the detection of innovative profiles among employees. It has also contributed to consolidate a common innovation-related language within the company, and to help workers realize they can add value to the different business areas of the company, while becoming aware of market trends.





INNOVATION OPEN TO YOUR INTERNAL TALENT

ASKING EMPLOYEES AND RECEIVING THEIR IDEAS IN REAL TIME IS ONE OF THE MOST EFFECTIVE WAYS TO ENCOURAGE INNOVATION WITHIN AN ORGANIZATION

Innovation communities enable organizations to take full advantage of all their talent to generate and drive forward new ideas with a differential impact, while promoting a culture based on values like innovation, entrepreneurship and transversal collaboration.

CONTACT US AND DRIVE YOUR INNOVATION PROGRAMS FORWARD WITH OUR SOFTWARE.

■ TRANSFORM YOUR ORGANIZATION COLLECTIVELY



1

CREATE YOUR OWN COMMUNITY



2

OPEN IT TO YOUR EMPLOYEES



3

MANAGE THE BEST IDEAS



4

PROMOTE THEIR IMPLEMENTATION

WWW.IDEAS4ALLINNOVATION.COM

■ **START INNOVATING**

REQUEST A DEMO

CASE STUDY | NESTLÉ

ideas4all
INNOVATION