



Unilever: Open to your ideas

For creating a better future – for consumers, for the environment, and businesses – is necessary to innovate – to improve existing products and create new ones. For doing that, Unilever has world-class research and development facilities, making breakthroughs that keep Unilever at the forefront of product development. But they also know that the world is full of brilliant people, with brilliant ideas – so they are constantly looking for new ways to work with potential partners. This way of working is called Open Innovation.

Background

They are looking for help in achieving their most important ambition: a better future for the world and their business.

They have recognized that the planet will not be able to sustain the demands on its resources that will come from a growing population unless people everywhere – including them – find new ways to do things.

The Unilever Sustainable Living Plan sets out their commitment to halving the environmental impact – and increasing the social benefits – of their products as they grow their business.



Image:
<http://www.unilever.com/innovation/collaborating-with-unilever/open-innovation/>

Unilever



Process

They want good technological ideas to become reality quickly – whoever thought of them first.

Often they will have specific challenges they'd welcome any collaboration on: a new formula, a new technique, new packaging or a fresh design solution to a product they already have in mind. They call these their 'wants'.

The formal submission process requires completing a 'Submitter Information Form' and providing a certain amount of non-confidential information about the submission. This will help them assess the suggested solution in greater detail.



Image:

<http://www.unilever.com/innovation/collaborating-with-unilever/challenging-and-wants/index.aspx>

Small actions, big difference

They have a vision of a better future for the world and their business – and they want partners to share it.

Working with them could help change the world – even if it is a little at a time. More than 2 billion people use a Unilever product every day, and improving their products, or creating new ones, makes a difference to millions of people's lives



Image:

<http://www.unilever.com/innovation/collaborating-with-unilever/open-innovation/>

Information:

<http://www.unilever.com/innovation/collabor>

Contact

Contact form:

<http://www.unilever.com/resource/Contactus/Contactform.aspx>

Submissions portal:

<https://oiportal.yet2.com/index.jsf>