



Success Report

Zentis GmbH & Co. KG

Open Innovation Challenge



In this success story, you will learn how Zentis succeeded in gaining valuable ideas from a young and interdisciplinary field of participants in a short period of time and thereby also increased the brand image to the outside world.

About Zentis:

Zentis GmbH & Co. KG is an internationally active family business with a long tradition and is one of the leading fruit processors in Europe. First-class jams, tempting creams and highly refined confectionery - But Zentis does not only score with numerous products in Germany. Sustainability and nature conservation are also very important.

The goal:

Zentis' goal was to obtain innovative ideas and solutions for a new product launch that would support nature conservation projects. These are to be promoted.

The focus should be on the one hand on the "what", which projects should be funded, and on the other hand on the "how".

What role can the Zentis target group play in being actively challenged and contributing to the environment together with Zentis.

The procedure:

We then set up a challenge on Xeem in which a total of six interdisciplinary teams consisting of three to four young talents could participate.

Within the Challenge, a wide variety of ideas and solutions by young minds from all over Germany.

The results were presented to Zentis within an online pitch. The teams were able to present their ideas and Zentis had the opportunity to ask direct questions.

The result:



6 teams

Almost 20 talents



4 weeks

Challenge duration

The collaboration revealed the immense advantage of bringing in young and external talent to help with issues and business cases.

Six teams and nearly 20 talents from a wide range of fields, such as research, IT, marketing and business administration, took part in the challenge and developed ideas for the business case online, via the open innovation platform Xeem.

Zentis was able to gain valuable and diversified ideas through the Open Innovation Challenge by young talents and at the same time, **get to know them as potential employees during the online pitch.**

On the one hand, they received impulses as to which nature conservation projects they can promote. On the other hand, they received ideas on how they can involve their target group through analog and digital activities, such as competitions or contests, and at the same time raise awareness of the issue of nature conservation.

the topic of nature conservation.

The live event on 12/16/20:



Presentations

in person in front of
Zentis



3 prizes

for the best ideas

At the Challenge in cooperation with Zentis we celebrated a premiere: The first live presentation of the Challenge results of the teams took place in person in front of the Zentis team.

On 16.12.2020, the six teams presented their respective challenge results online. These were prepared in visually appealing presentations. Each team had five minutes to present their idea. Afterwards, a time slot was planned in which Zentis could ask questions.

At the end of the online event, Zentis voted for your three favorites, which were ceremoniously presented and could look forward to additional cash prizes.

The prizes:

First place - 750 €

Second place - 500 €

Third place - 250 €

talents about their participation



Dustin Gehrman

1.Place

"Participating in the Zentis Challenge was super fun. Especially because you could work together with different people on a common task on Xeem.

Through the online presentation, we were able to get in direct contact with Zentis and were even more excited to win first place. I'm already looking forward to the next Challenge!"

"The topic of Zentis was exciting and very close to you, since you are the end user yourself. Having the chance to present your idea yourself gave us the opportunity to get the thoughts behind it across according to our ideas and also to answer questions. It also gave us a first insight into a company and its atmosphere, and Zentis, with its almost familiar flair, took away the nervousness before the presentation. Thank you for the opportunity, the nice atmosphere and the great price."



Jennifer Rink

2.Place

Zentis about the cooperation.

"We like to test innovative, new start-ups every now and then. We organized a challenge with Xeem and received valuable input on a strategically important topic for Zentis, while at the same time getting to know great new talent. The collaboration with Xeem was enjoyable for us, very customer-oriented and agile. We will therefore certainly conduct further challenges with Xeem."



Norbert Weichele
Managing Director
Zentis GmbH & Co. KG



Are you interested?

Feel free to contact us for a no-obligation initial consultation or visit www.xeem.de for more information.

Xeem

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