

Press Release

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“Call4Innovation” to join the Electrolux Innovation Factory

Stockholm, Sweden, May 8th, 2018

One month ago Electrolux announced the creation of the Electrolux Innovation Factory, an inspirational and collaborative space which will serve as the Group’s hub to accelerate innovation with external partners. Today marks the launch of the first “Call4Innovation”, a program designed to identify the best solutions, offered by external players such as start-ups, SMEs, university spin-offs and others, to join the Electrolux Innovation Factory.

The theme of the “Call4Innovation is “Smarter Appliances, Easier Operations” and it looks to identify cutting edge solutions that address company specific challenges within the focus areas of industrial operations (wearables and quality control), advanced technologies (additive manufacturing and advanced analytics for chemical compliance), connectivity (remote support and retrofit connectivity) and finally, robotics and artificial intelligence (biosensors, sensors and machine learning).

“We are very excited to launch this public call for innovation as a first step of the acceleration program. We will collaborate in new ways to address company specific challenges that will make a difference to our industry. It means moving open innovation from discovering new business opportunities to executing projects together. This is a unique opportunity for external partners to co-create and experiment with us.” says Beatrice Maestri, Open Innovation Manager at Electrolux

Partners who are interested to join can read more and apply on the website www.innovationfactory.digital , where all terms and conditions are detailed. The submission period lasts from May 7th to June 15th.

Following this period, the teams from the most promising submissions will be invited to the Electrolux Innovation Factory to pitch their solution in front of a jury. This will take place on September 5th and it also marks the date of the official opening of the Electrolux Innovation Factory.

The winning teams will be invited to enter the acceleration program (up to 12 months) to develop their solutions together with experts from Electrolux Innovation Factory.

Digital Magics, www.digitalmagics.com, a leading business incubator and expert in digitalization is supporting Electrolux in identifying and evaluating solutions and will further on act as mentors to the external partners once they join the Innovation Factory to start the acceleration program.

About Electrolux Innovation Factory

The Electrolux Innovation Factory is a physical space enabling pioneering collaboration between Electrolux and external partners to create, share and accelerate innovation.

Located in a refurbished building within Electrolux manufacturing site in Porcia, northern Italy, the Electrolux Innovation Factory will provide an agile, open environment where solutions can be tested instantly at production lines and R&D centers next door.

The first Electrolux Innovation Factory will be used as a starting testbed, which can be replicated by setting up similar collaborative spaces at other locations around the world.

Key Dates

Here are some important dates to keep in mind with regards to the launch of the Electrolux Innovation Factory:

May 7 - June 15 - Public call for innovative solutions #Call4Innovation

July 13 – Screening of applicants and shortlist created

September 5 – Shortlisted candidates invited to pitch their solutions during “Innovation Day” which is also official opening day of Electrolux Innovation Factory.

Mid-September – Winners will be accelerated into Electrolux Innovation Factory.

Would you like to join the Electrolux Innovation Factory? Learn how at www.innovationfactory.digital

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