

How Electrolux Professional Turned 100+ Sustainability Ideas into 10 Funded Concepts



Challenge

- Innovation activities lacked a unified global process
- Employee participation and visibility remained limited
- Ideas were difficult to connect to measurable business outcomes



Business Impact

100+ Ideas

Submitted in the Sustainability Challenge

10

Finalist Concepts Selected



Strategic Pivot

- Electrolux Professional launched OnE Innovation, powered by HYPE, to create a collaborative innovation ecosystem with open challenges, peer evaluation, and executive sponsorship.

Stronger Global Collaboration

Across Business Units

Innovation Culture Embedded

Enterprise-Wide



Final Thought

“We found HYPE to be superior in many different ways, even when compared to other vendors in benchmarking reports, where they always came out on top” - Davide Benvenuti, Innovation Hub Manager, Electrolux Professional

[Read the full case study](#)