



3. What is your innovation? Describe your idea for a Henkel product or technology!

4. How does your idea of a Henkel product or technology contribute to promoting sustainable development in at least one Henkel focal area?

Check for this our website: www.henkel.com/sustainability

5. State your motivation: why should we invite you to the national final at Henkel?

www.henkelchallenge.com

Vision 2030: Take a brand or technology into the future



Enter the exciting business of leading brands and technologies. Take the challenge and participate in the international business game.
Apply for your chance to win a ticket plus € 1,000 in travel vouchers

Brainstorm booklet



mobile.henkelchallenge.com



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Apply by December 12, 2011

Take the challenge and participate in the international business game. **This is your chance to:**

- Get to know one of the world's leading companies
- Experience our personalized mentorship program and impress Henkel top managers
- Compete against top international students in the international final in Poland (April 2012)



Excellence is our Passion

Persil

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Schwarzkopf

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Are you ready to drive change and innovation?
Share your vision of 2030 in the **Henkel Innovation Challenge⁵**!

- Build up a tandem of 2 students.
- Answer a few questions online about your vision of 2030.
- Submit your innovative product or technology in the area of Adhesive Technology, Cosmetics & Toiletries or Laundry & Home Care.
- Tell us how your product or technology contributes to sustainable development in one Henkel focal area.

Use this booklet to brainstorm first with your tandem partner.
Register then on our website (www.henkelchallenge.com) and complete your submission by including the resume of each team member.

You may add further documents (a power point presentation, pictures, videos).

It's your turn to shape tomorrow's world today!

Good luck!

Tandem Name:

	Tandem Members	E-Mail	University
1			
2			

Please note that only one current or former intern can participate per tandem.

1. Tell us your vision of life in 2030: what future trends do you expect?

2. What will the market needs be according to your vision?