

*Factories to make insect cookies to alleviate world hunger*

## FoodFactory winner of the TNO Not Invented Yet competition

**November 30, 2007** - The FoodFactory idea, conceived by Bart Hogebrink of Amsterdam, is TNO selection as winner of the Not Invented Yet (NIY) competition. FoodFactory is an idea to combat hunger in developing countries using nutritional cookies made from specially reared insects. The jury led by Alexander Ribbink of TomTom (mobile navigation systems) thought that this idea was the best for changing our future for the better. As part of the prize, TNO will be trying to get the idea launched. In addition to this, Bart Hogebrink also receives a multimedia laptop and digital HD video camera.



left to right: Werkhoven, Hogebrink en Ribbink  
(Photo: Capital Photos/PReslink)

TNO wants to promote the power of innovation among Dutch industry and government. The competition is linked to this aim: TNO challenged young people to

come up with ideas to bring about a positive change to our future.

Not Invented Yet (NIY) is a web-based competition that invites the submission of original ideas. Participants were able to send in their creative ideas in the form of a two-minute video fragment between 25 April en 30 October this year to [www.notinventedyet.nl](http://www.notinventedyet.nl). Visitors to the site were able to vote for their favourite idea. A total of 88 ideas were accepted (48 were rejected). The most viewed ideas were viewed some 10,000 times. In total the ideas were viewed 200,000 times. There were some 5,000 votes cast. The film clip of one idea was copied to another site 267 times (Youtube or the entrant's own website). The special had 38,000 unique visitors and almost a million page views.

### Jury report

The jury comprised Alexander Ribbink of TomTom and Peter Werkhoven, Fietje Vaas, Ben Immers and Celeste Ponsioen of TNO. The jury report reveals how impressed the members were by the quality of the ideas and the creative way the participants gave shape to their ideas in a short film clip. It was clear to the jury that the Netherlands was brimming with innovation.

The jury was struck by the idea of the FoodFactory winner that world hunger could be alleviated. It may be an obvious notion but it's still new and creative. However, the next step will present significant challenges. Hunger is more a problem of logistics than it is of adequate food; the food is simply not where it needs to be. The challenge lies in getting to grips with the logistics.

### Worthy of mention

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[The winning entry: FoodFactory](#)  
[PersoNav](#)  
[Klikobit](#)  
[De virtuele slaapcoach](#)  
[Breinboek](#)

The four other finalists are worthy of mention and they also received a digital HD video camera. They were:

Vincent ten Hacken from Delft with PersoNav

Martijn de Wild from Nijmegen with Klikobit

Yanick Aarsen from Eindhoven with the virtual sleep coach

Joep Kuijper from Goes with Breinboek

The film clips of the winner(s) and all other entrants can still be seen until 31 December on the website [www.notinventedyet.nl](http://www.notinventedyet.nl).

**Press release 2007-68**