

# 2018 PRME Innovation Challenge



## Welcome to the 2018 PRME Innovation Challenge!

The PRME Innovation Challenge is a project of the PRME SDG Student Engagement platform led by the PRME Secretariat. It brings together students from Advanced PRME signatories to work with a leading global company to build business solutions addressing the Sustainable Development Goals (SDGs) and other corporate social responsibility objectives.

PRME's strategic partner, *Manitou Group (Manitou)*, has defined two real-life sustainable development challenges and would like to harness your creative energy to develop solutions.

**Join the Challenge and be one of two student teams to engage with this leading multinational company to build sustainable business models and solutions!**

### Objectives:

Overall, this program provides students from Advanced PRME schools an opportunity to gain insight into the process of corporate innovation while providing Manitou with an additional set of ideas to support their SDG solutions.

This would enable students to put their knowledge into practice while contributing solutions to address the SDGs. Students will also gain exposure to a top-tier company and expand their professional and social network. A maximum of two student teams will be selected to work virtually with Manitou, with the possibility of site visits and in-person workshops if appropriate.

### Evaluation:

Manitou will use a point-based system to select one student team to work with based on the following criteria:

- How well the question is answered
- Feasibility of proposed solution
- Compliance with directions for submissions
- Clarity and structure of presentation

### How to Join:

- Register your team online and select your challenge by **23:59 EST on 8 October** [HERE](#)
- Submit your response by **23:59 EST on 15 October** to [PRMEic@unglobalcompact.org](mailto:PRMEic@unglobalcompact.org)

### Company Info:

Manitou Group is a world-leader in the design, manufacture, distribution and servicing of all-terrain, material-handling equipment for construction, agricultural, mining and industrial applications.

The product range offerings include: telehandlers; all-terrain, semi-industrial and industrial mast forklifts; skid steers, track loaders, and articulated loaders; access platforms; truck-mounted forklifts; and warehousing equipment and attachments.

[Learn more about Manitou Group here.](#)

### Criteria for Student Teams:

- Teams must consist of no more than 4 undergraduate or graduate students
- Teams should be interdisciplinary (i.e. students should come from different disciplines)
- Students must be attending an Advanced PRME Signatory institution

### Timeline for 2018:

- **8 October:** Register interest / Sign-up
- **15 October:** Submissions deadline
- **15 November:** Announcement of student teams
- **16 November-30 April:** Engagement with Manitou virtually
- **14 May:** Submit final presentation / report to Manitou
- **7 June:** Presentations at the Manitou corporate office in Wisconsin

# The Challenges

## Challenge 1 - Total Cost of Ownership (TCO)

### Company Challenge:

Manitou is the first manufacturer to reveal the consumption of its machines under the REDUCE program. We consider that providing the greatest transparency starting from the purchasing phase is essential to providing customers with all the factors that affect the cost of use.

Manitou Group has worked on developing tools in order to reduce the TCO and the environmental footprint in five key steps (Measure – Validate – Inform – Assist – Improve) with our team and suppliers all along the product life-cycle.

Our challenge is to change the mindset of our internal and external customers. The objective is to switch from the acquisition price to full services and solutions with a TCO benefits mindset.

The Challenge: Build an innovative commercial and marketing action plan to conduct the change.

### SDGs Addressed:



### Context:

Manitou Group developed a strong knowledge on the technical aspects of the Total Cost of Ownership (TCO). The results of that work are the following:

- Integration of the TCO criteria at the product development stage
- Project to reduce TCO: maintenance cost / remanufactured parts
- TCO calculator for three Manitou brands

### Manitou Questions:

- What is meaningful to our clients (reliability, residual value...)?
- What is the best innovative way to sell the TCO and become the reference in our market?
- How to be sure our customers are convinced and actually used the TCO as a key argument on sales?
- How can we integrate the customer voices in the TCO?
- Imagine innovative marketing solutions to communicate.

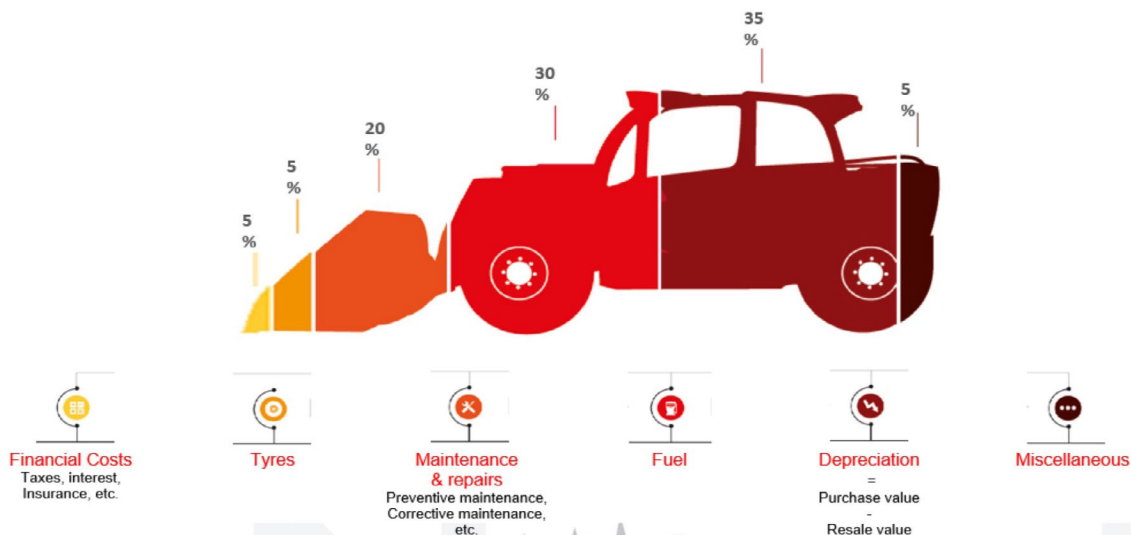


# The Challenges

## Challenge 1 - Total Cost of Ownership (continued)

### Key Questions / Answers to assist students in completing the case study:

- What are Manitou's technical aspects of the Total Cost of Ownership (TCO)? A combination of the costs coming from: financial costs, tire wear, maintenance/corrective repairs, fuel used, depreciation, and miscellaneous costs (see image below)
- What is Manitou's TCO criteria? How is it calculated? Estimated and measured costs averaged per hour of machine use over several years of ownership.
- What marketing functions does Manitou use? What are you comfortable with? What channels do you currently not use? Not used => Twitter; Using => all social media / youtube etc ...; Open to new idea suggestions



### Team Member Info:

Mark Hanson – VP Regional Sales MNA & CEO Manitou North America  
Philippe Bisson – Product Line Manager Construction  
Laurent Grapton – After Sales Manager CEP  
Collin Vanden Heuvel – Marketing Service Coordinator  
Rodney Bednar – Technical Field Support Manager  
Mike Jerred – Service and deployment Manager

### Submission Directions:

Please address the challenge answering all questions. Submit either a 1-page response in .pdf format or a presentation deck of no more than 10-slides to [PRMEic@unglobalcompact.org](mailto:PRMEic@unglobalcompact.org), with the subject line **PRMEIC\_YourTeamName\_TCO Response**.

# The Challenges

## Challenge 2 - Supply-Chain Eco-Footprint

### Company Challenge:

Manitou is the first manufacturer to reveal the consumption of its machines under the REDUCE program. We consider providing the greatest transparency starting from the purchasing phase is essential to providing customers with all the factors that affect the cost of use.

One opportunity is to reduce our Supply Chain eco-footprint and identify all the factors necessary to improve it, such as optimization of transportation, materials input, returnable packaging etc.

### SDGs Addressed:



### Context:

Manitou is motivated to reduce our eco-footprint. We would like you to work on the optimization of the transportation (put in place a Milk Run).

### Manitou Questions:

- How do we quantify ecofriendly transportation?
- What can we measure?
- How can we integrate our suppliers' ideas in the process?
- Challenge: Imagine an innovative way to quantify the environmental and economic benefits to reduce the supply chain eco-footprint.

### Key Questions / Answers to assist students in completing the case study:

- **What does Milk Run mean?** *Consolidating orders/cargo from multiple manufacturing facilities/warehouses in close vicinity and carrying to the final destination or hub to save time, money, and multiple placement of trucks.*
- **What does eco-friendly transportation mean to Manitou, what is the criteria being used to measure "eco-friendly"?** *Utilising the fewest number of vehicles to transport manufacturing material.*

### Team Member Info:

Joe Wisniewski – Transportation and Logistics Manager  
Wendy Fournier – Commodity Manager  
Darwin Stewart – Senior Buyer  
Phyllis Barham – Buyer

### Submission Directions

Please answer the challenge by addressing all questions. Submit either a 1-page response in .pdf format or a presentation deck of no more than 10-slides to [PRMEic@unglobalcompact.org](mailto:PRMEic@unglobalcompact.org), with the subject line **PRMEIC\_YourTeamName\_eco-Response**.

