Welcome to the 2020 PRME Innovation Challenge!

The Innovation Challenge (IC), which is part of the PRME SDG Student Engagement platform led by the PRME Secretariat, brings together students from Advanced PRME schools to work with businesses to build sustainable business solutions addressing their Sustainable Development Goals (SDGs) / corporate social responsibility objectives.

PRME’s strategic partners, Manitou Group and Rockwell Automation, have designed a set of 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 leading multinational companies to build sustainable business models and solutions!

Objectives:

Overall, this student engagement opportunity provides companies with an additional set of ideas to support their SDG solutions, while giving students from Advanced PRME schools the opportunity to gain insight into the process of corporate innovation. This would enable students to put their knowledge into practice while contributing solutions to address the SDGs. Students will also gain exposure to top-tier companies and expand their professional and social network.

Evaluation:

The companies 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 and select your challenge online [HERE](#)
- Submit your response by 23:59 EST on 30 December to 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. [Learn more about the company here.](#)

**Rockwell Automation** is the largest company in the world dedicated to industrial automation and information. They are committed to enabling the next generation of smart manufacturing. [Learn more about the company here.](#)

Criteria for Student Teams:

- Student teams should consist of maximum 3-4 students per team.
- Students should form interdisciplinary teams of undergraduate and/or graduate/MBA students.
- Two student teams will be selected to work virtually with the two participating companies (one per company), with the possibility of site visits and in-person workshops if applicable.

Timeline for 2019-2020:

- **30 December**: Deadline for registration and submissions
- **8 January**: Announcement of the selected student teams
- **13 January**: Start of engagement with the companies
- **30 May**: Submission of final solution presentations/report
- **17-18 June**: Presentations at PRME Global Forum, NYC
The Manitou Challenge

Identifying the Next Challenges for Manitou Group and Defining the Next Key Objectives Globally

Company Challenge:

Since 2012, Manitou Group has decided to focus on corporate social responsibility (CSR) as an opportunity to be part of the global transformation. To engage the entire company in that transformation and to ensure that CSR is fully integrated into the processes and life of the company, the group has set 13 objectives with quantitative targets to be achieved in 2022. Therefore, sustainable transformation, ownership & empowerment are essential drivers to rethink practices.

At the same time, the Group is developing in a fast-changing environment where the impacts of CSR (climate, ethics, attracting talent, etc.) are evolving and becoming more and more important. These challenges bring new requirements and expectations from various stakeholders, and thus require adaptation to new areas of activities and expertise to bring innovative solutions. On a global scale, the Group needs to anticipate these solutions to define its roadmap beyond 2022.

Our PRME Challenge is to identify what are the next challenges for the Group and define our next key objectives globally. Enabling collective achievement of these targets will also be key.

SDGs Addressed:

Context:

In 2012, to define its CSR strategy, the Group has conducted a materiality assessment. Interviews have been conducted with our stakeholders (employees, dealers, suppliers, clients, associations, etc), as well as a benchmark, to identity risks and opportunities to come for the Group. This work has allowed the executive committee to define the CSR main priorities.

Manitou Questions:

1. How would you evaluate the current CSR Strategy of Manitou Group in relation to the UN Sustainable Development Goals and Agenda 2030 for Sustainable Development?

2. What kind of innovative methods could be used to conduct our next CSR materiality assessment in order to gather key expectations of our stakeholders and identify risks and opportunities globally?

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

- What does Materiality Assessment mean? The Materiality Assessment (MAT) is a tool for companies to identify and assess potential Environmental, Social and Governance (ESG) issues that could impact the business and its stakeholders. The assessment allows companies to inform company strategy, targets and reporting.

- What are the CSR 2022 objectives? For details on the objectives, click here to see our current CSR Strategy. Go to pages 16 & 17 and see Chapter 4 on our CSR ambitions.
The Manitou Challenge

The student team that will be selected by Manitou Group will be expected to:

- Design and conduct a materiality assessment
- Provide recommendation for the next strategic priorities for Manitou Group
- Propose internal methods to accelerate the transformation

Company Team Members Info:

Aude Brézac
Group CSR Manager

Aude holds a MBA in International Management. She has 15 years of experience in the field of sustainable development, developing her career working first for the responsible finance with a focus on climate & environmental risks, and then for the paper industry. She joined Manitou Group seven years ago with the mission to design the CSR strategy, support the transformation of the group, and prepare for the future.

Coralie Aubin
CSR Project Officer

Coralie holds a Master’s degree in CSR and QHSE risks management. After working 7 years for an international NGO and in the public sector, she has now specialised in managing CSR projects and works in close relation with internal experts to develop and integrate CSR at every Manitou Group’s business levels.

Submission Directions:

Please address the challenge by 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, with the subject line: PRMEIC_YourTeamName_Manitou Challenge
Creating a Sustainable Approach to Our Sales Team’s Customer Visits

Company Description:
We are a global leader in industrial automation and digital transformation. We connect the imaginations of people with the potential of technology to expand what is humanly possible, making the world more productive and more sustainable. Our hardware and software products, solutions and services are designed to meet our customers’ needs to reduce total cost of ownership, maximize asset utilization, improve time to market and reduce enterprise business risk.

Company Challenge:
Rockwell Automation’s challenge is focused on exploring how to minimize the carbon footprint across our sales team globally by finding ways to efficiently make customer visits, taking into consideration customer and sales office locations, modes of transportation, energy consumption, as well as emerging technologies. We specifically want to identify ways to effectively demonstrate our iTrak technology to customers. Currently our product demonstrations occur in a few sales offices around the world, as the size of each iTrak demonstration makes it too large to transport. We would like to virtualize the iTrak demonstration through augmented reality and use of digital twins. This will provide benefits of reducing travel time for both customers and sales teams, eliminate the need to build multiple demonstrations, and will deliver productivity.

SDGs Addressed:

Context:
We would like the team to formalize a business case that best implements a phased and prioritized roll out of this technology around the world so that it has the biggest customer impact, while maintaining customer intimacy and reduces our carbon footprint. In addition, we would like to have a short list of feasible Rockwell Automation specific ideas on the minimization of our sales team’s carbon footprint.

Rockwell Automation’s Questions:
1. What kind of innovative methods and technologies could be used to help minimize the carbon footprint of our sales team member visits to customers? (e.g. cadence of visits, different modes of transportation, disruptive technologies, etc.)

2. What is the best way to implement a phased and prioritized roll out of the iTrak augmented reality demonstration around the world so that it has the biggest customer impact, while maintaining customer intimacy and reduces our carbon footprint related to the demonstration?

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

- **What is iTrak?** iTrak is a modular, scalable linear motor system used to increase flexibility. Information on the iTrak intelligent track systems can be found [here](#).

- **What is a Digital Twin?** A digital twin is a virtual replica of a physical device used to simulate the activities of the devices. Information on how Rockwell Automation implements digital twins can be found [here](#).
Company Team Members Info:

Gwenn Peters  
Innovation Leader

Gwenn Peters holds a Master’s degree in Mechanical Engineering. She has 15 years of experience in product design, testing, lean manufacturing, product management, marketing, and business strategy. In her current role, she sets the vision and strategy for accelerating a culture of innovation across Rockwell Automation’s 23,000 employees. She leads internal innovation vehicles, employee upskilling, and external innovation ecosystem partnerships.

Michael Cook  
Global Academic Organization Director

Michael has broad experience in corporate strategy and global business development across emerging markets including EMEA, Latin America, and the Asia Pacific. Cook has worked at Rockwell Automation in a strategic development role and currently, he is Director Global Academic Organization for Rockwell Automation which centers on automation laboratories for engineering competency. Rockwell Automation Academic Organization cradles education and innovation in science and technology for students around the world across over 100 automation labs touching over 30,000 students.

Mary Joann "Majo" Thurman  
Director, Environmental, Health and Safety

Ms. Majo Thurman is the Director EHS at Rockwell Automation based in Milwaukee, Wisconsin. As Director, she is responsible for global EHS compliance and performance. Majo has a strong background in management systems. She is passionate about driving our sustainability strategy and leads our Corporate Responsibility Council.

Submission Directions

Please address the challenge answering all questions. Submit either a 1-page response in a PDF format or a presentation deck of no more than 10-slides to PRMEic@unglobalcompact.org, with the subject line: PRME IC_YourTeamName_ROKChallenge