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