



PRESS RELEASE

Global consultation to redefine tomorrow's CSR strategy



Ancenis, June 29, 2020 — Manitou Group, a worldwide reference in the handling, access platforms and earthmoving, is launching a [consultation with its stakeholders](#) through July 17th as part of the PRME challenge organized every year by the United Nations. The objective: continue the group's transformation and evolve its CSR strategy after 2022.

Eight years after launching its first consultation to build its CSR (Corporate Social Responsibility) strategy, Manitou Group is once again contacting its stakeholders to co-construct its post-2022 CSR challenges. For this consultation, the group wished to collect the opinions of its customers, dealers, suppliers, employees, professional organizations, local communities, investors, and citizens. This consultation, conducted with the support of MBA students from the Asian Institute of Management, is part of the PRME Challenge (Principles for Responsible Management Education) organized by the United Nations. The goal is to give students the opportunity to receive training in responsible management through case studies in large corporations on very engaging topics like reducing emissions or workplace safety.

Through this consultation, the group intends to analyze how its CSR approach is perceived, on the one hand, and identify new current and long-term environmental and societal challenges, on the other hand. Ultimately, the goal of this project is to update the group's CSR strategy road map. Aude Brézac, Manitou Group CSR Director, says : *“Over the past 8 years, CSR has become a real issue for competitiveness, attractiveness, and value creation. Awareness, needs, and regulations have changed. We need to anticipate these major developments. Although the CSR strategy is well established within the group, we must question everything and be ready to listen. Moving forward together, we will be able to propose a road map that will best address the environmental and societal challenges of today and tomorrow.”*

The survey is available on a [dedicated platform](#) with questions specific to each stakeholder and is disseminated over the group's social networks, on its intranet, and to its suppliers. Five major topics are common to all of the respondents: *transformation of the group, sustainable solutions, the men and women of the group, relations with stakeholders, and the preservation of people and their environment*. The consultation will be conducted until July 17, 2020. This survey will be supplemented at a later time with telephone interviews with key partners.

The group will report on this consultation and the future directions for its strategy during the Finale of the PRME Challenge, which will take place remotely at the end of September 2020.

Get the latest news from the group at www.manitou-group.com and on social media



Manitou Group is a worldwide reference in the handling, access platforms, and earthmoving. By improving workplace conditions, safety, and performance, our environment remains renewable and sustainable for man kind.

Through its 3 iconic brands—Manitou, Gehl, and Mustang by Manitou—the group develops, manufactures, and provides equipment and services for the construction, agriculture, and industrial markets.

By constantly innovating its products & services, Manitou Group constantly adds value to exceed its stakeholders' expectations.

Always attuned to its customers via its expert network of over 1,050 dealers, the group continues to be true to its roots by keeping its headquarters in France. That focus, which powered sales to €2.1 billion in 2019, informs its talented worldwide team of 4,600 whose passion ceaselessly motivates the group.