

Themes Cases for The 3M Inspire Challenge 2021

Technology - Embracing the wave of digitization

What additional technological initiatives can 3M consider to stay ahead of the curve?

Technological [megatrends](#) are quickly shaping the world around us, and the global pandemic has fueled a faster shift to a digital-first world. Thriving in this disruptive environment will require agility, foresight, and courage.

To capitalize on these market trends, 3M announced in its [2020 annual report](#) that it is digitizing its operations and accelerating its use of data and analytics in all aspects of the business.

Your team should propose ideas that could further accelerate 3M's digitization approach.

Examples include, but are not limited to: e-commerce, human resource (talent management and development), and customer service.

Sustainability - How can 3M reach its [2025 sustainability goals](#) and drive a positive impact on our planet?

Increased environmental awareness is raising concerns about the health of the planet and its inhabitants. Businesses today consider having a sustainability strategy necessary to be competitive.

In this pivotal time for our planet, 3M's sustainability framework directs our efforts to areas of biggest impact.

There are two areas within this framework that we want your ideas to focus on:

- **Science for Circular:** Design solutions that do more with less material, advancing a global circular economy.
- **Science for Climate:** Innovate to decarbonize industry, accelerate global climate solutions, and improve our environmental footprint.

For more details on 3M's 2025 sustainability goals, please refer [this website](#).

Your team should propose ideas that further improve 3M's environmental footprint or 3M solutions that can be used to advance the Circular Economy and accelerate climate solutions.

Examples include but are not limited to: doing more with less, innovations to decarbonize industry, waste reduction, and increasing water and energy efficiency.

Innovation - Optimizing business models to thrive post-COVID

How can 3M optimize its business model to drive growth during and beyond the pandemic?

Events like the COVID-19 pandemic will cause short-term stagnation to some trends, and growth in others. The world is in transition and businesses must rethink customer journeys and business models to adapt to the “New Normal”.

Your team should propose ideas that optimize 3M’s business model, continue to add value to customers based on the current situation in your country, and explain how that plan can be implemented in a post-COVID world. These ideas should be presented via a go-to-market strategic framework with an accompanying action plan via the submission template provided.

Examples include, but are not limited to: a defined plan for relevant stakeholders to improve engagement across all levels, sales and marketing strategies, shortening current go-to-market strategy, tapping on emerging channels to expand our target audiences, and enhancing the overall customer experience.

All ideas should focus on the country-level business operations (this excludes operations like manufacturing and supply chain).