

GRC global retail challenge

RILA Retail
Innovation Center &
McGill Bensadoun School
of Retail Management

2019
Global Retail
Challenge
Sponsorship Package



McGill

Bensadoun
School Retail
Management



2019 GLOBAL
RETAIL CHALLENGE

**SPONSORSHIP
PACKAGE**

GET INVOLVED
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QUESTIONS?
michael.cardillo@mcgill.ca

The Future of Retail

RILA and the Bensadoun School of Retail Management at McGill University are excited to tackle the pressing issues surrounding retail and the Grand Challenges facing our societies through an innovative retail case competition.

————— Visit the GRC website





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The Global Retail Challenge helps expose students to one of these Grand Challenges impacting retail, sustainability and the circular economy.

It will equip teams to find solutions in innovative and forward-looking perspectives. This competition will showcase some of the ways to achieve the future of retail from the next generation of industry leaders.

Each participating university can select 1-2 student teams under the guidance of a relevant faculty advisor. These teams will be charged with finding solutions to accelerate young consumers' participation in scalable circular economies for retail and consumer products.

Visit the [GRC website](#)





“Since its inception, RILA and the RIC have been focused on helping retailers solve grand retail challenges and drive their businesses into the future.

We are thrilled to partner with McGill University and universities across the globe.

We are confident this competition will open students to the opportunities within retail and foster meaningful solutions that can help shape the future of our industry and its contribution to the circular economy.”

Erin Hiatt

Senior Director
Sustainability & Innovation
RILA

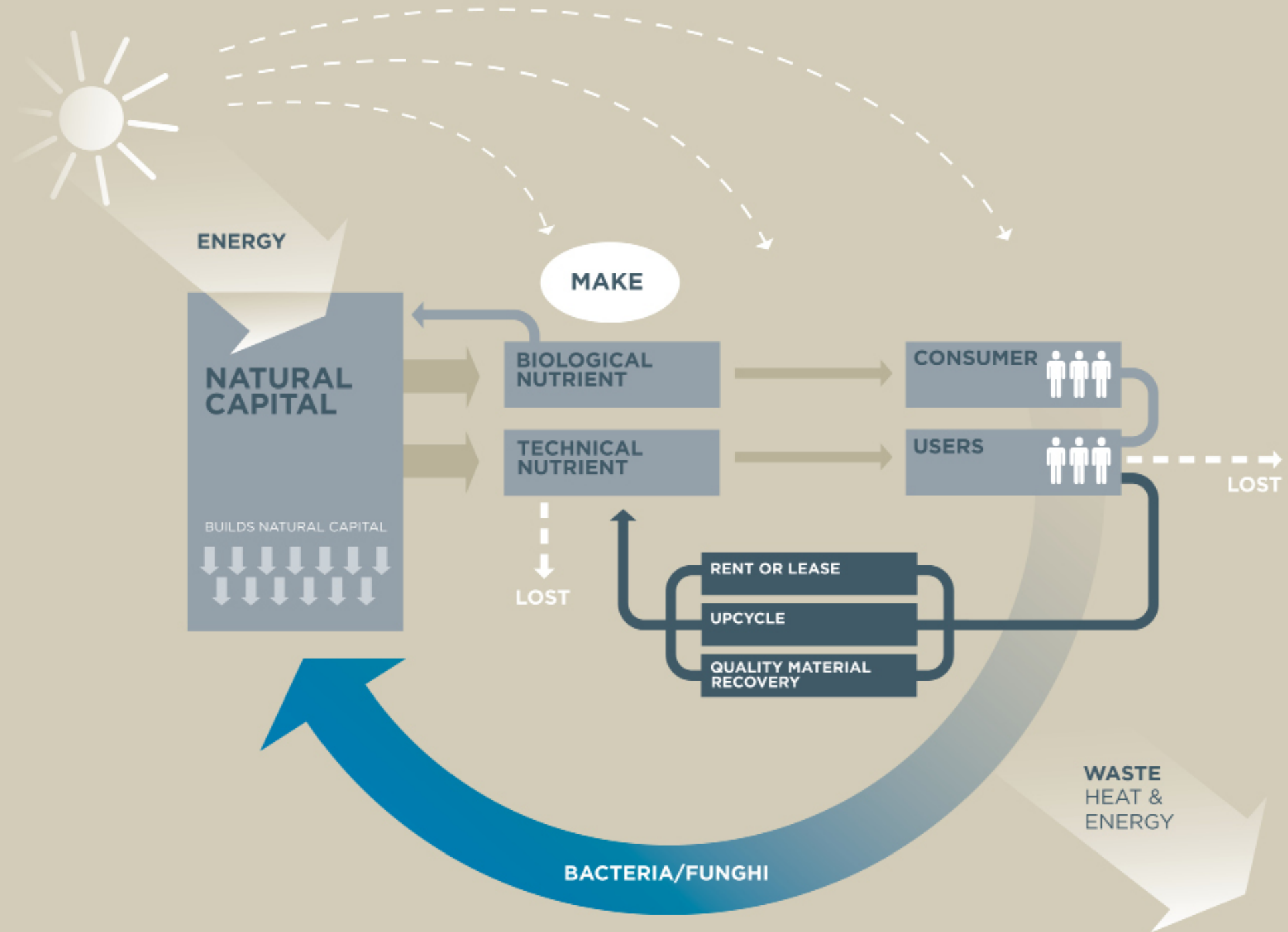
The Circular Economy

In a circular economy, economic activity builds and rebuilds overall system health. The concept recognizes the importance of the economy needing to work effectively at all scales - for large and small businesses, for organisations and individuals, globally and locally.

Transitioning to a circular economy does not only amount to adjustments aimed at reducing the negative impacts of the linear economy. Rather, it represents a systemic shift that builds long-term resilience, generates business and economic opportunities, and provides environmental and societal benefits.

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Design Thinking

The Global Retail Challenge's internal engine and differentiator is Design Thinking.

Design Thinking is a collaborative creative problem-solving methodology used to generate innovative human-centered solutions.

It is a process + a mindset that fuels innovation.

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Human-Centered

— Design thinking is human-centered.

Human-centered problem solving is what differentiates design thinking from other problem-solving methodologies.

Design thinking emphasizes the importance of developing deep empathy for the humans involved in the problems being solved for and the solutions being created. This is critical for strategic business leaders because problems framed solely from a business perspective may neglect or overshadow the problems faced by the humans who will buy and use a business' products and services.

Design thinking helps to balance these goals.

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Fostering Collaboration

— Design thinking is collaborative.

Creating value in organizations requires collaboration across all departments in that organization.

However, collaboration can sometimes cause friction rather than results because different departments may work in different ways. Design thinking provides a common vocabulary across the organization to facilitate collaboration, enhance culture, streamline communication and design better solutions.

Harnessing Creativity

— Design thinking is creative.

Design thinking provides a path for every individual in an organization to participate in the fundamental creation of new value.

Creativity is not a gift for the chosen few, but a process that can be learned and practiced by everyone.



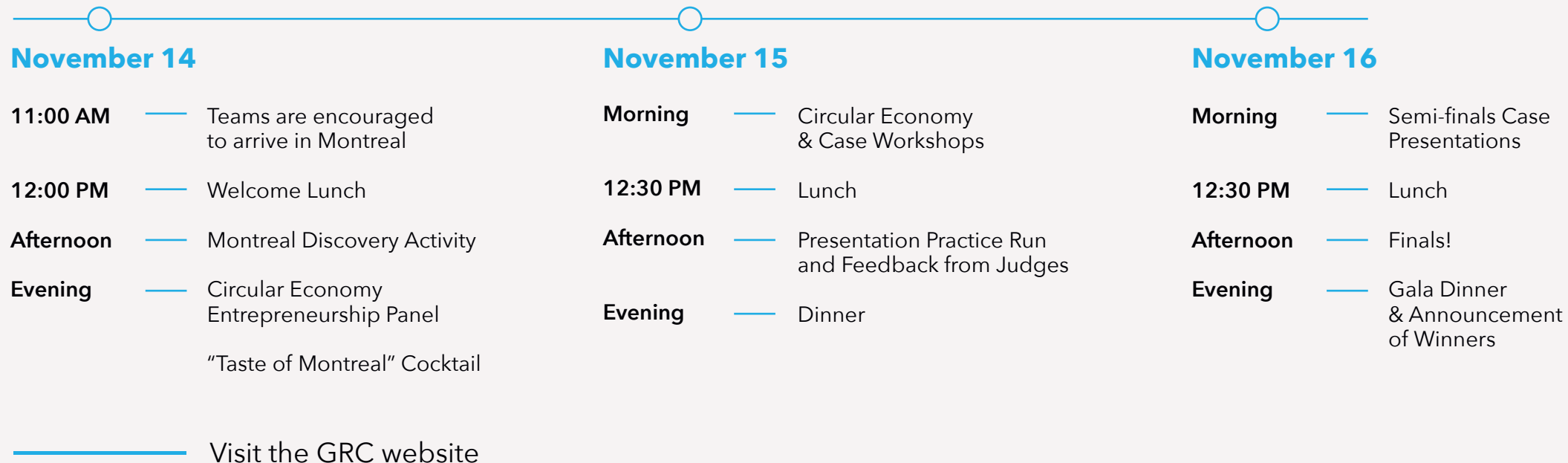
The Timeline

The challenge will start in early fall with the teams applying design thinking over the course of 8 weeks. The teams will then gather at McGill University for a finals weekend on November 14-16, 2019.

Finalists will be judged by executives from sponsor companies, together with retail and circular economy experts.



The Finals Weekend





Sponsorship Levels

	Exclusive Gala Dinner Sponsorship	Exclusive Kickoff Cocktail Sponsorship	Platinum (3 available)	Gold	Silver	Bronze
	\$22,500	\$11,250	\$18,750	\$11,250	\$7,500	\$3,750
PRE-FINALS						
Logo and weblink on GRC website	X	X	X	X	X	X
Logo on all printed & electronic material	X	X	X	X	X	X
Subject matter expert - 1 virtual module			X	X		
FINAL WEEKEND						
Mention in opening & closing speeches	X	X	X	X	X	X
Branding throughout kickoff cocktail		X				
Speaking opportunity at kickoff cocktail		X				
Invitation to networking cocktail with student teams	X		X	X		
Logo on banner/backdrop on all stages during finals weekend	X	X	X	X	X	X
Speaking opportunity over finals weekend			X			
Finals judge position			X	X	X	
GALA DINNER						
Invitation to gala dinner	X		X			
Logo on gala dinner name badges	X					
Backdrop banner on gala dinner stage	X					
Speaking opportunity at gala dinner & special mention	X					
POST-FINALS INCUBATION						
Incubation mentor position			X			