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**Industry-Led Project**

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**Deadline to register:** October 14th

**Handout of Topic:** October 17th

**Hand in date:** November 11th by 2pm Swiss Time

**Presentation date:** November 15th time TBC

**Assignment Overview:**

Over 40% of all plastic produced is for packaging and typically thrown away in a landfill or into the ocean. One third of all food produced is wasted each year. In the UK alone, 18% of annual food waste is created by the hospitality and food service industry. This equals to around 1 in 6 meals being wasted. With so much waste going to landfills and the ocean, it is crucial for the industry to find long-term solutions. This starts with the community. It is crucial for the industry to use its local community as an advantage and find new, innovative solutions to reduce waste. Not only does this create a positive company image, but it also allows a company to create long-lasting relationships through a strong community. Luckily, the hospitality industry has so many opportunities to foster a sense of community all while supporting sustainable initiatives.

This year, Oceanic Global has partnered up with Marriott International to create a ShiftIn’ Edition for Marriott’s Thrive Drive, an initiative that allows you to contribute to the Serve360 Sustainability 2025 goal through the realization of an event or activity.

This challenge encourages you to explore ways to reduce waste in the industry through community-led initiatives. As a group, you are required to do choose one of Marriott’s properties globally, do relevant research, and create an idea for one the Marriott’s Operational focus areas, which will be revealed during the topic handout (see date above). The form of presentation is up to you – this could be a video, PPT, Prezi, or a combination.

Your team will be assigned a mentor to offer support, guidance, and industry expertise as your team develops your idea. We will introduce you to your mentor via email once identified. This is an incredibly unique opportunity to have access to industry leaders and experts in the field. See the mentor guidelines below.

Thanks to Marriott’s generous contribution, the team with the best idea will be able to realize their solution in the chosen Marriott property. Winners will be announced during the Prize giving ceremony on November 17th.

As this is the first time ever the challenge is launched for ShiftIn’, it will be a smaller version of the challenge. However, make sure to stay tuned for the registrations for next year’s Thrive Drive ShiftIn’ Edition challenge (coming soon after ShiftIn’ 2022) as it will be run throughout the year with multiple stages leading up to ShiftIn’ 2023!

**Assignment Details:**

**Hand in via:** WeTransfer to [shiftin@lesroches.edu](mailto:shiftin@lesroches.edu) with the name of the subject being the name of your team.

**Time:** 2-5 minutes

**Authors:** 3-4 students

**Mentor Guidelines:**

* Assign one member of the group to be responsible for being in contact with the mentor via email.
* Your mentor has agreed to offer 3-4 hours of mentorship over the duration of the challenge. Please track those hours and be respectful of the time you request from your mentor.
* At the beginning of the project, setup a weekly call time with your mentor to streamline scheduling.
* Only reach out to your mentor on an appropriate cadence. It is reasonable to follow up once per week and give your mentor at least 3 days to review and offer feedback at any stage of your process.
* Consolidate your thoughts and messages into a single email where possible rather than sending separate emails.
* If you have not heard back from your mentor after multiple follow ups over the course of 1.5 weeks after being connected, please let us know and we will jump in.

**Grading Criteria:**

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| **Criteria** | **Elements** | **Score (1-5)  1=Poor  5=Excellent** | **Multiplication Factor** | **Final Score** |
| **Desirability** | • Does the product / service idea offer value to our customer?  • Is the product/service unique?  • Is the product/service useful? |  | 1 |  |
| **Feasibility** | • Is it a new revenue stream? • Is the cost of implementation low (Cost Benefit)? • Realistically attainable?  • Are financial risks and assumption been addressed? |  | 1 |  |
| **Theme Specific** | • Criteria for the theme – how well does this idea meet it?  Sustainability: Scalable across multiple properties Guest Experience: Scalable across multiple properties F&B: Drive additional revenue |  | 2 |  |
| **Overall Impact** | • Is there a low/medium/high positive Impact on the Guest Experience? • Is there a low/medium/high positive Impact on the Associate? |  | 2 |  |
| **Innovation / Creativity** | • Is the Idea Definition clear?  • Is the Idea innovative and creative? |  | 2 |  |
| **Overall Wow-Factor** | • As per your own definition |  | 3 |  |
|  |  |  | **Total score** | **50** |