

2nd Lufthansa Case Challenge

November 21 – 23, 2011, Frankfurt (Germany)

Topic: Sustainability

Introduction

As a global airline with a recognized premium brand, a broad product portfolio, and leading innovations in all areas of air travel, Lufthansa is constantly looking for new ways to tackle the challenges of our time.

Together with EBS Business School, one of the top German business schools, Lufthansa is searching for ambitious and motivated talents to compete with students from all over the world in a case study challenge on sustainability in the aviation sector.

Sustainability is a significant component of corporate responsibility at Lufthansa and it has been firmly anchored in the Group's strategic principles for many years. We aim to bring economic activities in line with ecological and social goals. Our active environmental care, our responsible way of treating employees, our social commitment and not least our strategy of long-term profitable and value-creating growth represent the basis of our commitment to sustainability.

To further achieve and develop these activities, we are looking forward to receive your brain-teasing and challenging concepts.

Task

Imagine you are a consulting team! Develop a concept on one of the topics below (chose one) and prepare yourself for presenting your ideas to Lufthansa's top management:

1. Customers become more and more sensitive for sustainable product features. Can you imagine sustainable products and services for Lufthansa where the customer is experiencing the sustainability aspect and is willing to pay a price premium? Please prepare a presentation for the Executive Board including a suitable launching concept.
2. You are the designated top management consultant to the Lufthansa Board for sustainability. The Board members expect you to present your recommendations for the transformational initiative "Green Lufthansa". Ideally, your recommendations have a positive impact on Lufthansa's brand image, a positive return on investment and implementation, risks and opportunities are clearly addressed.

Challenge details

- Assist Lufthansa experts in developing innovative ideas and feasible concepts for a more sustainable airline business
- Team up and gain practical business and teamwork experience
- Get invited to the finale in Germany and present your ideas to the Lufthansa top management
- Meet students from all over the globe
- Visit Lufthansa's homebase at Frankfurt Airport (Germany) and gain first-hand behind the scenes insides
- Win free flights and other tremendous aviation related prizes*

Who can apply

- Bachelor and Master students from all over the world
- Students from all disciplines are welcome
- Application in teams of 2 to 3 students

Dates and deadlines

- Apply until May 31st, 2011
- Notification of acceptance until June 15th, 2011
- Submission of cases September 1st, 2011
- Notification of finalists until October 1st, 2011
- Final in Frankfurt/Main (Germany) November 21st – 23rd, 2011

Contact

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* Terms and conditions see www.LHcasechallenge.com

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Case Challenge

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Sustainability





- Win free flights and other tremendous aviation-related prices*
- Get in touch with Lufthansa experts
- Gain practical experience and work in teams
- Present your ideas to Lufthansa's top management

Application
Deadline:
May 31st, 2011

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