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TEMPLATE OF THE BUSINESS FORESIGHT PRACTICES REVIEW RESULTS

beFORE - Becoming-Oriented Entrepreneurs in universities and companies

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Knowledge Alliances - Agreement n. 2016 - 2858 / 001 - 001 Project n. 515842-EPP-1-2016-1-PL-EPPKA2-KA

Guidelines: The aim of this template is to identify core foresight and innovation/entrepreneurship competences in relation to knowledge, skills and social competences that a future-oriented manager should possess. The information about the competences and the scope of business foresight practice could be retrieved from e.g.: 1) well documented foresight practices in the existing published works; 2) beFORE project partner's experience in (knowledge about) application of business foresight in the given enterprise. The number of the analysed cases is motivated by its availability.

A name of the enterprise	MELITTA GROUP
A country	GERMANY
A city	Minden
A field of activity	Manufacture branded products for coffee enjoyment, for the storage and preparation of food, and for household cleanliness. Also producer of special-grade papers for the wallpaper industry and industrial film for the packaging of food.
A size of the enterprise	Large
What was the scope of foresight practice? (a short description, up to 1500 characters including spaces)	<p>Melitta 2020 program was elaborated. Melitta 2020” is the kind of classic strategic planning which companies regularly undertake. The aim was to fine tune business activities in such a way that the company can continue to operate successfully in the market. One of the starting points for “Melitta 2020” was the realization that sales and earnings had been stagnating for the past few years. What is absolutely clear is that anticipation and long-term planning are essential. Ideally, a company should permanently develop and adapt to the market environment in order to remain successful.</p> <p>Foresight practices included:</p> <ul style="list-style-type: none"> Systematic trend scouting Monitor important changes Detecting trends Anticipating market needs <p>Establishment of a group-wide department for innovation management as well as more intensive contact with academic institutions and qualified experts.</p> <p>Managers organize regular information events, visit individual operating divisions and facilities, constantly hold conversations with employees, use the possibilities of the intranet and our staff newsletter, and offer various ways to contact us and enter into discussion.</p> <p>Together with the AMD Academy of Fashion & Design in Munich, Melitta’s coffee filtration task force took part in a highly unusual experiment in December 2015: 30 students, divided into eight groups had one whole day to develop new products in the field of coffee filtration – from initial product idea to market launch.</p>
Core foresight and innovation/entrepreneurship competences	<p>entrepreneurial culture, courage, optimism clear vision</p>



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	<p>staff engagement and monitor the mood of workforce very closely</p> <p>stability</p> <p>permanent change on a traditional foundation</p> <p>regular information on its sustainability activities in the future (internally and externally)</p> <p>responsibility during change processes</p> <p>communication process</p> <p>team motivation</p> <p>cooperation and commitment</p> <p>cooperation with universities</p> <p>cultivation of contacts and maintaining a dialogue with external institutions or persons.</p>
The source of knowledge about the foresight activities of the enterprise	Mellita Annual Report 2015, March 2016 and https://www.melitta-group.com/en
Other observations or comments	Click here to enter OTHER OBSERVATIONS OR COMMENTS