

**Examples of how *Business on the Move* has been used by sponsors**

<b>Century Logistics</b>	See video clip on website under 'Gallery' of multi-school workshop; game is part of offer by Century linking with a follow-up group visit.
<b>CEVA Logistics</b>	Used game as challenge to middle managers as part of their ILM5 Leadership course. Learned game in morning and then facilitated playing of it with 180 students in afternoon.
	Also used in successive years with local schools to celebrate 'European Supply Chain Day', inviting employees to bring own children into work to play the game and gain an insight into what their parents do at work. <i>NOTE: last European Supply Chain Day was scheduled for 16/4/20.</i>
<b>CILT (UK)</b>	Used by network of 'trained-up' regional officers at variety of events, especially in schools but also with universities and visitors from abroad.
<b>CILT International</b>	Andy & Pat invited to International CILT conference in Poland to showcase game and help to set up 'global trainers'
<b>Clipper Logistics</b>	Apprentices challenged to introduce <i>BotM</i> to their local school and devise a follow-up classroom exercise featuring Clipper's role in supply chains ~ 22 games played involving 4 schools and 137 students
<b>Collect+</b>	Used games as novel inter-company challenge match with John Lewis and M&S generating twitter traffic
<b>DP World (London Gateway &amp; Dubai)</b>	Held multi-school event at London Gateway with teachers "trained-up" first, enabling teachers to explore wider usage across the curriculum before students joined in afternoon. At strategic level HO in Dubai is plans to integrate the new Edition into its global education strategy.
<b>Freightliner</b>	Following Andy & Pat's presentation to Marketing and HR colleagues, Freightliner now considering options for internal testing of <i>BotM</i> incl. induction, corporate away day activity and potential as assessment centre exercise.
<b>Heathrow Cargo</b>	Following Andy & Pat's presentation to stakeholders, including Marketing, CSR, HR and Learning & Development colleagues, Heathrow is devising optimal deployment strategy for rollout.
<b>HFW</b>	Distributing games to clients and partners on back of existing HFW networks ~ utilising own events aimed at logistics clients, providing games to existing 5 school partners and to its nominated charity, utilising own HR links in London and Hong Kong to provide games to universities, distributing games internally to and through HFW global logistics team. Considering possible 'event' where invite local partners (as above) and other relevant organisations (such as EBPs and sector-related agencies) to play/see and take away game for themselves.
<b>John Lewis</b>	Bought extra games for internal training programme aimed at helping their "Shed staff" understand the wider context of their role in supply chains.
<b>Kuehne + Nagel</b>	Andy & Pat invited to "train up" internal HR and Marketing team with intention of them cascading game to approx 100 "corporate ambassadors" charged with rolling out the game across K+N
<b>Logistics Leaders Network</b>	Currently planning to hold competition for 'young logisticians' as part of next Multimodal Show at the NEC in Birmingham
<b>Marks and Spencer</b>	Currently signing up staff volunteers from across functions to become Logistics Ambassadors to engage with schools and talk about their career and logistics as a whole.
<b>MCC Container Lines (Mumbai, India)</b>	Ran "awesome" knockout competition on 24/9/18 at FIATA World Congress in New Delhi involving 128 'Young Logisticians' playing in pairs ~ 16 games in first round became 4 games in the second round before a 'Grand Final' to finish.
<b>Modal Training</b>	Customised Humber edition of the game to raise profile of local companies involved in logistics as well as an understanding as the sector as a whole.
<b>Morrisons</b>	See lots of potential, not only for playing the game, but also for use of learning activities (downloadable from Learning Zone on website) to enhance internal training programmes.
<b>Nestle</b>	Initial workshop involving both new graduates and new apprentices at York manufacturing facility; invitation to visit again to develop wider understanding of the game's potential
<b>Peel Ports</b>	Developed a bespoke edition of <i>BotM</i> based on Merseyside including the Ship Canal between Liverpool & Manchester moving containers by barges created especially by 3D printer! 100 games printed for distribution by Peel Ports 'ambassadors' running the game in schools and colleges in NW England.
<b>Potter Logistics</b>	MD personally used game to engage with schools around local sites in Knowsley, Selby and Ripon.
<b>SHD Logistics</b>	Part of IHMX 2019, September 24-27 at the NEC in Birmingham
<b>Tesco</b>	Multi-school workshop with primary school focus held at DC in Daventry.
<b>UKWA</b>	Use of game as PR tool promoting both UKWA and <i>BotM</i> e.g. at Multimodal Shows, IFWLA convention visited by HRH The Princess Royal and Awards luncheon at the Dorchester
<b>Unilever</b>	Used graduate trainees to engage with schools, serving dual purpose of local PR around HO site and project management experience for their 'high flyers'
<b>XPO Logistics (formerly Norbert Dentressangle)</b>	Rebranded red company bases in UK Edition to highlight new XPO Logistics corporate identity. Repeat sponsor for Global Edition wanting to explore new opportunities for work with schools, colleges and training providers.
<b>PLUS 'Support your Local School' option</b>	Hold an event where invite business partners to play game/see game being played to encourage further purchase and 'active branding' by partners of a class set of 4 games to be donated to their local school(s). Note: Will cost partners less than £250 to put (branded) class set into local school and, with template press release provided, will generate excellent PR