



PRESS RELEASE

Broadcast of the 5th edition of "On the way up"



Nantes, September 30, 2026 – Manitou Group, a world reference in the material handling, aerial work platform and earthmoving sectors, [presents the 5th edition of its annual broadcast, "On the way up,"](#) dedicated to strategic sustainability challenges across its entire ecosystem. This pivotal 5th installment marks both the final assessment of the previous CSR roadmap and the rollout of the "CSR Lens," the group's new 2026–2030 roadmap.

Hosted live from the Jules Verne Technological Research Institute (IRT) in Nantes—a research center dedicated to the future of manufacturing—this 5th edition was followed by nearly 40 countries around the world. The event provided an opportunity for Manitou Group leadership, and particularly President & CEO Sylvain Blaise, to present the company's strategic trajectory, establishing sustainability as a primary lever for business performance.

The first part of the broadcast reviewed the 2021–2025 roadmap and introduced the new strategy. VP CSR Aude Brézac highlighted that 87% of the targets set for this period were achieved, driving a cultural transformation across the group alongside concrete progress in decarbonization, circular economy, safety, and value chain management. Sylvain Blaise emphasized the central role of CSR in steering the company: *"It is a matter of responsibility and a deep-seated conviction that operating responsibly powers performance. We are navigating a period of genuine uncertainty, and CSR is our North Star through it all. It demands humility and*



perseverance, with zero compromise on our commitments,” stated Sylvain Blaise, President & CEO of Manitou Group.

The group also highlighted the importance of surrounding itself with experts and engaging its ecosystem to tackle today’s challenges. Neuroscientist Samah Karaki delivered a passionate talk on how the human brain reacts to uncertainty, advising organizations to separate risk from uncertainty, *“replace prediction with experimentation,”* and distribute strategic thinking across all levels of the company. This collaborative approach was showcased in a field documentary filmed worldwide, giving voice to suppliers, factories, dealers, and customers. On-set guest Jean Zanuttini, President and Founder of Neoline, rounded out the segment on cooperation. He emphasized crew cohesion and tenacity in building decarbonized maritime transport powered by sailing cargo ships—a bold project aiming for an 80% reduction in carbon emissions as early as next year.

The third part of the show unveiled the group’s 2030 vision. Aude Brézac and Chief transformation & governance officer Hervé Rochet detailed the four core commitments designed to create shared value: resource use and circularity, climate commitment, human potential, as well as trust & collaboration.

Aude Brézac powerfully underscored the elevated scope of these priorities: *“CSR is a fundamental way to rethink business and how we operate. By embedding it at the very heart of our strategy, we turn it into a key engine for sustainable innovation, shaping our future through concrete and daily actions.”*

Sylvain Blaise closed the broadcast by reaffirming how sustainability and corporate responsibility commitments lie at the core of the LIFT strategy and will serve as true drivers of competitiveness: *“We firmly believe that sustainability drives growth, resilience, and long-term performance. It is vital to our company’s success—it’s about competitiveness and shifting our mindset. Let’s continue down this path together!”* concluded Sylvain Blaise.

To watch these inspiring discussions, dive into the field documentary, and explore Manitou Group’s strategy in detail, access the full broadcast now:

[Click here to watch the replay](#)

[Download the visuals from the corporate website media library](#)

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As a world reference in the handling, aerial work platform and earth moving sectors, Manitou Group’s mission is to improve working conditions, safety and performance around the world, while protecting people and their environment. Through its flagship brands – Manitou and Gehl – the group designs, produces, distributes and services equipment for construction, agriculture and industry. By placing innovation at the heart of its development, Manitou Group constantly seeks to bring value to all its stakeholders. Through the expertise of its network of 800 dealers, the group works more closely with its customers every day. Staying true to its roots, with its headquarters located in France, Manitou Group turned over €2.6 billion in 2025. It unites 6,100 talents worldwide with passion as their common driver.



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