



Student Challenge at World Workplace Europe 2023

1. Goal of the document

Pitch the idea to FM students/universities/schools to participate in a Student Challenge at the upcoming conference: World Workplace Europe 2023.

2. Context

IFMA (International Facility Management Association), FMN (Facility management Netherlands) and EuroFM will be organizing World Workplace Europe ([Home - World Workplace Europe \(ifma.org\)](https://www.ifma.org)) in **Rotterdam** from **22 to 23 of March 2022** at **De Schiecentrale** (<https://schiecentrale-events.nl/>).

This unique location, an old electricity station for a part of the harbor of Rotterdam, has an industrial look and has enormous possibilities to create a very special atmosphere.

The target audience is the Facility Manager from all over Europe as well as the professionals who are part of the FM ecosystem (Real Estate, IT, Sustainability, Workplace, Technology, etc.). Students and young professionals can benefit from attending this conference by attending the content sessions, participate in the networking activities, get in touch with potential employers and exchange thoughts with experienced FM professionals.

3. Student Challenge

Prior to the conference the organizers would like to set-up a Student Challenge for **local and International FM students from a Bachelor and Master level.**

In the weeks before the conference the students will be divided into smaller groups that will work together virtually on a Challenge. The results of this challenge will be presented by the team to the WWEU23 attendees and the winning team will be chosen by a professional jury. The winners will be invited to a full day experience at one of the larger FM providers in their region.

Participants of the Student Challenge will get complimentary access to the WWEU23 conference.

For the student challenge, IFMA and FMN are working together with EuroFM and The IFMA Foundation.

4. Who are we looking for?

A total of 12 to max. 16 dynamic and enthusiastic FM-students that would like to participate in the student challenge and present their results at the WWEU23 conference in Rotterdam.

5. Process

Students who are interested in participating at the Student Challenge can apply by sending a motivational letter to Laurens Lamberts laurens@eurofm.org by 6th of February.



This letter should also include student name, name of the education they are following, what year they are in, the name of the university/college/other, age, nationality and contact details (mobile + email).

At mid of February, students will receive the news if they are selected or not to the Student Challenge and when selected, they will receive the names and contact details of their team members. Together with that they will receive the content of the Student Challenge they will be working on. The students can organize themselves on how they will manage the challenge and how/when they meet up.

During the conference the Student Challenge Teams will pitch their results to a jury who will evaluate and select the winning team on stage on the 23th of March during the WWEU23 conference.

6. The assignment – How can an office environment be better utilized?

“With the workplace landscape changing, it is imperative for organisations to fully understand the environments their employees are using in their daily work”.

(Leesman Insights)

Hybrid working not only has an impact on the required floor space and buildings that organizations need to offer their employees a workplace. Hybrid working also ensures that new forms of work are created. We often do concentrated work at home and we would like to meet each other at the office in different settings. Many organizations are busy transforming their working environment and disposing of offices. Office buildings are currently mainly set up for working between 9 a.m. and 5 p.m. and if we would like to work or meet outside those times, we use home options or regular catering facilities. What can facility management add to make better use of offices, how can consumption be increased and what functions can we add to make better use of the office environment? What creative solutions can help facility management to make the working environment better utilized?

<https://www.colliers.com/nl-nl/research/colliers-trends-2022-het-jaar-van-de-werker>

<https://fmn.nl/podcasts/883-48-wat-is-het-normaal-een-paradigmashift-rond-werken-en-omstandigheden>

<http://fmj.ifma.org/publication/?m=30261&i=745973&p=90&ver=html5>

<https://www.leesmanindex.com/whats-your-workplace-why/>

Within this event – we challenge students to write up a mandate of how FM can take a leading role in organizations to get the working environment better utilized. We ask students to work in groups across different countries and work collaboratively to come up with creative ideas on how FM can help to utilize the working environment at the max in the change to hybrid working in a 2-page mandate and challenge EuroFM, IFMA EMEA, IFMA and FMN to take on their mandate.



Students are asked to work in groups across different countries to compare ideas and thoughts on what an FM mandate should look like to reduce emissions.

- Students should state how they developed their mandate
 - o It is open to how the students should develop the mandate – for example, literature review, drawing on course work and/or through observing different FM services and discuss with practitioners what they are doing to reduce emissions.
- They should come up state in their document the following
 - o Declaration of what is the goal of their mandate
 - o 1 or more creative ideas that they wish to include for pushing FM discipline to stimulate the use of working environments
 - o Describe what ideas the meet these ambitions will impact on linking to relevant papers and research”
- Be specific on why these ambitions are important for the FM discipline to take on board.
- In addition, students should develop a 1-minute video that will engage industries to stop and listen to the ambitions laid out in the mandate

Students will be allocated a group ideally from a different university and/or country. They must have at least 3 meetings with their group to plan, develop and write up the challenge. Students are expected to have submitted their mandate on 5 March 2023.

In World Workplace Europe 2023 22-23 March, student videos will be shown at intervals during the conference. There is also a session dedicated to the top 3 mandate submissions – where students will be given a platform to promote their mandate through an interview - questions will be sent to students before the interview.

7. Jury

The jury will consist of members from each of the associations who are collaborating for WWEU23.

8. What's in it for the student?

- Complimentary entrance to WWEU24 for 2 days
- Possibility to meet with potential International and national employers during an information session for the students.
- Networking opportunities during the 2 conference days
- Meet up with other FM students and young professionals
- Potentially win a 1-day experience at an FM provider in the region of the student.
- All participants receive a reference letter from the different partner associations

9. How to apply?

By February 6th 2023, send your motivational letter to Laurens Lamberts

Laurens@eurofm.org

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