



Student Challenge at World Workplace Europe 2024

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 2024.

2. **Context**

IFMA (International Facility Management Association), FMN (Facility management Netherlands) and EuroFM (European Facility Management Network) will be organizing World Workplace Europe (<https://worldworkplaceeurope.ifma.org>) in **Rotterdam** from **6 and 7 March 2024 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 the Challenge. The results of this challenge will be presented by the team to the WWEU24 attendees at the closing session on 7 March in the afternoon and the winning team will be chosen by a professional jury.

Participants of the Student Challenge will receive complimentary access to the WWEU24 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 in an international setting and present their results at the WWEU24 conference in Rotterdam.



5. Process

Students who are interested in participating in the Student Challenge can apply by sending a motivational letter to Laurens Lamberts laurens@eurofm.org by the 8th of November 2023. 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).

In the middle of December, students will receive an e-mail with news regarding their application for the Student Challenge. If selected, they will receive the names and contact details of their team members. They will also receive the content of the Student Challenge they will be working on. The students themselves must organize 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 7th of March during the WWEU24 conference.

6. The assignment – What impact did the development of AI and automatization have on the evolution of FM (facility management)?

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

Artificial intelligence (AI)

From recommendations on your timeline to deepfake videos. And from ChatGPT to your navigation app. We are increasingly confronted with artificial intelligence, also known as AI, in our media use.

AI is the intelligence that enables machines, software and devices to solve problems independently. They imitate the human mind. To deal with this consciously, we must develop media as well as 'AI wisdom'.

The big question surrounding AI is what role we want to let it take within our lives. What happens when computers evolve beyond human capabilities? Who decides that that is the case? With every new application, it is important to consider ethical and legal questions.

What exactly is AI?

Machines, software, robots or other devices with AI (artificial intelligence) respond to data or impulses from their environment. This allows them to make decisions independently. AI is therefore not about computing power, but about the ability to learn (independently) and make decisions.

However, the devices are not aware of the tasks they are performing. They follow algorithms and recognize patterns. By learning from their own mistakes, they deliver a better result. A term we use for this is “machine learning”.



There are also robots that can read social signals, such as facial expression and intonation. Sophia is one of those. We call such a robot – almost identical to humans – a cyborg.

Do you want to learn more about artificial intelligence? Watch the video about the Turing test by Alan Turing. In this test, a judge judges who is the human and who is the AI. The judge communicates with both through a computer. This test is outdated, but gives good food for thought.

<https://www.mediawijsheid.nl/video/wat-is-de-turing-test/>

What are the benefits of AI?

Artificial intelligence can bring great benefits to humanity. The recognition of speech, image and patterns, the self-driving systems, translation machines, walking robots and question-answer systems can help us in terms of convenience, user experience and efficiency.

The healthcare sector also expects great things from AI. An intelligent computer could detect and recognize small changes and deviations much more accurately than a flesh and blood doctor. AI can also perform very complex operations tirelessly.

What are the risks of artificial intelligence?

As a society, we have to be critical of the thinking power we give machines. According to scientist Nick Bostrom, a successful AI could be the best, but perhaps also the last invention of man.

Together with hundreds of other scientists, including Stephen Hawking, he presented an open letter. In this letter they warn in particular against weapons that can make decisions autonomously, and will therefore be more dangerous than nuclear weapons.

They advocate more research into the “self-learning aspect” of artificial intelligence. Only in this way will the systems continue to do what we – as humanity – want.

AI can be used to create credible images and audio that can hardly be distinguished from fakes. AI is therefore at the basis of deepfakes, a form of image manipulation.

Facial recognition, or biometrics, is also much discussed. This is used, for example, to identify people. Your privacy may then be compromised.

Within this event – we challenge students to write up a solution of how FM can embrace AI in the working environment. We ask students to work in groups across different countries and work collaboratively to come up with creative ideas on how FM can find solution to use the positive impact of AI in the working environment and not be infected by the negative effects of AI. We ask the Student Challenge how 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 embrace AI in the working environment.

- 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.
- Students state in their document the following



- Declaration of what is the goal of their mandate
- 1 or more creative ideas that they wish to include for pushing FM discipline to stimulate the use of AI in the working environments
- Describe why these ideas will meet these ambitions and what impact they could have on the FM disciplines
- How are they linked to relevant papers and research
- Be specific on why these ambitions are important for the FM discipline and how the FM manager is able to get more knowledge and understanding
- 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 15 February 2024.

In World Workplace Europe 2024 6-7 March, student videos will be shown 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.

Jury

The jury will consist of members from each of the associations who are collaborating for WWEU24 and the winners of the WWEU2023 Student Challenge. The winning student team will receive complimentary tickets for WWEU2025.

7. What's in it for the student?

- Complimentary entrance to World Workplace Europe 6-7 March 2024 for 2 days
- Complimentary entrance to World Workplace 9-11 October 2024 in San Antonio Texas (including hotel)
- Possibility to meet with potential International and national employers during an information session for the students.
- Networking opportunities during the 2 conferences
- Meet up with other FM students and young professionals
- All participants receive a reference letter from the different partner associations

8. How to apply?

By November 8th 2023, send your motivational letter to Laurens Lamberts
Laurens@eurofm.org

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