

Trashure is looking for student researchers (Period Feb-May 2022)

Do you have a heart for sustainability? Do you want to contribute to innovative solutions for textile recycling? Do you want to collaborate with a well-known fashion designer who dresses celebrities such as Michelle Obama, Lady Gaga and Katy Perry? Then we invite you to apply for a research position within Project Trashure!

305 million kilograms of textiles are discarded as trash in the Netherlands. Textile collectors are not able to absorb this huge amount as no clear commercial usage has been identified as profitable enough to invest limited resources. Only 1% of current clothing consists of recycled textiles, while the ambition of the Dutch government for 2030 is to increase the application of recycled textiles up to 50% of all produced (textile) products. The goal is to arrive full circle with 100% circular textiles by 2050. This vision requires contemporary business models that optimally balance supply and demand.

Textile waste volume keeps increasing; more is produced, consumed, and discarded, while not enough is re-used, repaired, and recycled. Current business models are not capable to provide profitable solutions as the consumer demand for products made from recycled textiles is limited. Thus, the demand from factories to manufacture products from recycled fibers is also limited as they don't see the business potential.

Within Project Trashure, Mission Zero has partnered up with two companies to research innovative and profitable business models that reach general 'mainstream' target groups (B2C with a focus on Gen Z). Trashure combines two objectives:

1. Increasing awareness about textile consumption and specifically re-appreciating textile waste.
2. Enabling commercialization of an accessible product line that uses textile waste as primary resource.

Your profile

Are you? Enthusiastic and energetic and do you possess the following skills:

- Representative with excellent communication skills;
- Organizationally strong, planner, creative and solution-oriented;
- Research focused with data analysis and scientific reporting skills;
- Preference for business students (Faculty M&O/ BFM), but open to other disciplines as well if you see a role for yourself in this project;

What do we offer?

We offer the opportunity to do an internship or graduation project in the context of Trashure. With Trashure, we are at the forefront of sustainable textiles innovation. Professor Kim Poldner has 17 years of experience in sustainable fashion, as an entrepreneur and scholar. You will be working directly under her supervision, within a team of other students and lecturer-researchers.

For more information about circular fashion research, check:

<https://www.thehagueuniversity.com/research/centre-of-expertise/projectdetails/circular-fashion>

For more information about Trashure, check:

<https://www.thehagueuniversity.com/research/centre-of-expertise/projectdetails/trashure-design-as-catalyst-for-transitioning-from-linear-to-circular>

In addition, we offer you:

- An internship contract according to the guidelines of The Hague University of Applied Sciences;
- Working and researching in a fun and professional team;
- Excellent guidance;

Your Reaction

Are you enthusiastic and want to respond?

Deadline to send your CV and motivation letter is **16 December 2021 at 12 noon.**

Please contact k.a.poldner@hhs.nl for more info or to directly apply with your CV and motivation letter.