

ENTR is looking for junior student researchers!

(Period Feb-May 2022)

Application Deadline: 23/12/2021

In today's day and age, 31% of CO2 emissions stem from the ongoing use of fossil fuels in the built environment. With the global temperature rising and the UN 2050 *Climate Agreement* taking form, the world faces a challenge - we need to make the switch to renewable energy sources.



Innovation Hubs have the power to speed up the energy transition in the Netherlands. Many are already taking individual initiatives to make the switch from fossil fuels to renewable energy on a local level, yet the transition is not moving fast enough. The problem we face is one of a lack of communication amongst the Innovation Hubs, they are not exchanging their strategies and efforts with one another, which results in a loss of valuable information in which if applied, could be used to speed up this transition. How do we fix this?

ENTR is an online webbing tool that was designed using Biomimicry methodology. This tool is specially created to aid Innovation Hubs in forming cooperative relationships. By creating win-win interactions through information exchange, the online tool can connect hubs and help them finish projects efficiently and effectively. While ENTR has been designed in blueprint, it still requires a lot of research and further optimization before it can be used. The theory is there but to take the first steps into developing this tool, we have to strengthen it with the help of knowledge.

As a student researcher, you will be collecting information on the following topics:

1. Research into Innovation Hubs – How can we better understand our target audience?

- What needs do innovation hubs have and what don't they need?
- How can these needs be integrated into ENTR for it to fulfill them and make a change?

2. Research a marketing strategy – How do we position and promote ENTR in this field?

- What makes an online platform user-friendly and efficient?
- How can we differentiate ENTR from other social media platforms and what makes it different?
- How do we position and promote a product like this in the niche market?

3. Enrichment through Biomimicry – How can we learn from nature?

- What other organisms and systems in nature could we integrate for more innovation?

4. Product and System Optimization – How do we bring ENTR to life?

- How do we take this challenge and all of its aspects to create a product?
- What aesthetics, intuitive cues, and other design aspects are we looking for?
- How do we integrate and portray the design's values into the final product?

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 on data analysis and scientific reporting skills;
- Passionate and interested in Biomimicry;
- Preference for (but open to other disciplines as well if you see a role for yourself in this project):
 - UXD, IT students who have experience in creating a working digital prototype
 - Business or Communications students (Faculty M&O/ BFM)
 - Students interested or have training in biology willing to be the “Biologist At The Design Table”

What do we offer

In addition, we offer you:

- A monthly compensation of €350 (HBO)/€450 (University), following an internship contract according to the guidelines of THUAS;
- Working and researching in a fun and interdisciplinary team;
- Excellent guidance; including participation in specialist Biomimicry workshops on Mondays & Thursdays

Your Reaction

Are you enthusiastic and want to respond? Please contact ...

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