



**WORLD
WORKPLACE
EUROPE '22**
23 - 24 March | Hybrid Event



Student Challenge at World Workplace Europe 2022

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 2022.

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 **Amsterdam** from **1 to 2 of June 2022** at **De Hallen** ([Home De Hallen Studios - De Hallen Studios](https://www.dehallen.nl)).

This unique location, an old tram depot from the beginning of the 20th century, 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 WWEU22 attendees and the winning team will be chosen by a professional jury. The winners will be invited to a full day experience with [Failicom](https://www.failicom.com) and [Nuvolo](https://www.nuvolo.com).

Participants of the Student Challenge will get complimentary access to the WWEU22 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 WWEU22 conference in Amsterdam.

5. Process

Students who are interested in participating at the Student Challenge can apply by sending a motivational letter to Carmel Lindkvist Carmel@eurofm.org by **1 March**.

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).



**WORLD
WORKPLACE
EUROPE '22**
23 - 24 March | Hybrid Event



In middle of March, 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 **2nd of June** during the WWEU22 conference.

6. The assignment – Reaction to COP26 – Is FM doing enough and is doing enough good enough?

“The climate crisis is unequivocally caused by human activities and is unequivocally affecting every corner of the planet’s land, air and sea already”.

(IPCC Report, 2021)

COP26 has been heavily criticized for not being ambitious enough in its promises for reducing carbon emissions for 2030, despite the urgency for drastic measures to be taken as outlined by the recent IPCC report. Facility Managers are the care takers of facilities in organizations and within this role contribute to the reduction of carbon emissions on this planet. However, is facility management doing enough within its responsibility and is enough good enough?

Within this event – we challenge students to write up a mandate of how FM can take a leading role in organizations to reduce carbon emissions. We ask students to work in groups across different countries and work collaboratively to come up with a mission on how FM can significantly reduce emissions by developing 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 8-10 ambitions that they wish to include for pushing FM discipline to reduce emissions
 - o Describe what SDGs these ambitions will impact on linking to the document “A Facility Management approach to realizing the Sustainable Development Goals”



**WORLD
WORKPLACE
EUROPE '22**
23 - 24 March | Hybrid Event



- 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.

In World Workplace Europe 2022 1-2 June, 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 association who are collaborating for WWEU22.

8. What's in it for the student?

- Complimentary entrance to WWEU22 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 **March 1st**, send your motivational letter to Carmel Lindkvist Carmel@eurofm.org

.....