



## The Bright Side



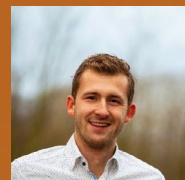
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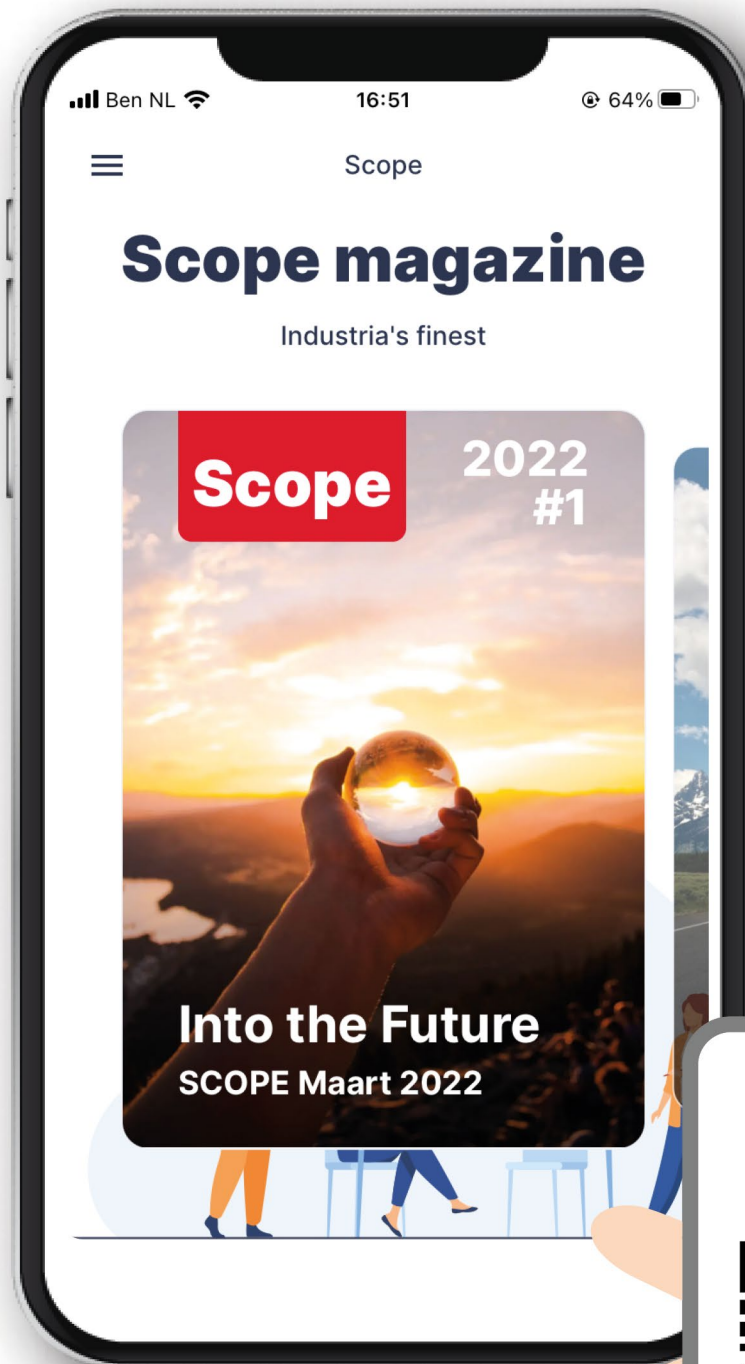
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# Scope goes digital!



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the physical SCOPE?





## Colophon

SCOPE is an quarterly publication of Industria, Technisch Bedrijfskundige Studievereniging and Alumnia, Alumnivereniging of Industrial Engineering at the University of Technology Eindhoven.

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**Cover foto** Pexels

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**Advertisements** Iris Borst, T 040 247 2454, E eb@industria.tue.nl

**Edition** 2.500 pieces

**Print** Meesterdrukkers BV

**ISSN** 13806920

**Annual subscription** € 57,58

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## Let's get Digital

Dear reader,

As you probably know, sustainability is a hot topic on the news these days. Within Industria, we are also looking for ways to make the association more sustainable. As you can see on the left page, we made the choice to digitalize the SCOPE as of September 2022. No worries for the students that do want to get a physical SCOPE, you can buy a free ticket via the QR-code! If you buy a ticket, you will get physical copies of the SCOPE during the academic year of 2022-2023. Nonetheless, you can always read the digital edition in the Industria App, or on the website (industria.tue.nl).

This edition contains various articles about the theme 'The Bright Side'. Joost van der Haar spoke with EY about the way to technology. Sander Roeleven interviewed Susie Kuhn, President of Foot Locker about the missions and visions of Foot Locker. Fleur Machielsens visited Only Friends and Lars Geerlings spoke with Enzo Drijvers about the SAP traineeship form Itrainee. Next to this, Bauke Wijnands interviewed Marjan van Loon, the president-director of Shell, about the vision to become a zero emissions energy business.

Moreover, Kenneth Braakman talks about his exchange semester in Linköping and Eva Henckens gives an overview of past C.I.T.I. activities. Next to this, Niek de Jong spoke with Maarten van der Laars about the situation in Ukraine. Vita Broeken spoke with different people from the department to discuss the topics of mental health and well-being. Moreover, the committee members of Eindhoven Career Platform give an update about the platform. Columns of Daan van Strien, Lynette Haksel and Marijn Konings, the Alumnia update and Alumnia speaking can be found on the last pages.

Let's end with a poem that connects to the theme:

‘There is only one way,  
To be succesful in life,  
Always look on the bright, brighter and brightest  
Side of life’

Enjoy reading this edition of the SCOPE,

**Caitlin Riesewijk**  
Chief editor SCOPE



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Technology is a booming sector, yet relatively few women are finding their way into one of its many fields. To tap this unfulfilled potential, EY organizes the Women in Tech event each year to help female students discover and make use of the opportunities available to them. SCOPE spoke with Jennifer Allermann and Jennifer Reddöhl from EY to find out more about how EY seeks to achieve this.

**TEXT** Joost van der Haar **DESIGN** Caitlin Riesewijk



## The way to Tech

Helping someone find their way into technology is not a straightforward task. Everyone has different motivations and considerations. It is hence necessary to focus on a few main factors. The Woman in Tech event therefore aims to raise awareness of possibilities, provide networking opportunities and give participants a chance to improve their soft skills. And of course, it is also a great opportunity for EY to present itself to talented students.

### The setting

For the event, students from many different European countries came together to meet up and follow the three-day program. This online program included industry speakers,

skill sessions and working on a case together with a group of other students. Jennifer and Jennifer mentored one such group, working on a case on sustainable finance. Their sustainability-pursuing and all-female team, aptly named “She-Hulk”, worked together on solutions to increase financial literacy and sustainability-related transparency. The event therefore provided a mix of passive and active components, all working towards at least one of its objectives.

### Awareness

It is often hard to get a good idea of what possibilities are available to you after your studies as a student, both practically and for yourself. While

standard study-to-career paths are usually well known, this is not always the case for job expectations, day-to-day activities and less standard study-to-career paths. The first goal of the event was therefore to create awareness of what is possible and what every-day life looks like for technology consultants.

To this end, several of the consultancy company's leaders were invited to speak and answer questions on how they got where they are today. Speakers included Yamin Gröninger, who talked about becoming a managing partner at EY after originally pursuing a career in fashion, and Ayman Awada, who spoke about the challenges he encountered in his journey to becoming Technology

Consulting leader of the EMEA region at EY. By example, they showed that success in the Tech world is possible with surprising backgrounds.

More practical topics were discussed during the panel discussions. Jennifer Reddöhl talks about the many questions that were asked there: “Many people are not aware of how diverse our work is in terms of day-to-day activities. You have such a broad network and even a quick catch-up at the coffee machine about an interesting project or opportunity could change your day plan”, but, “they also have misconceptions on how long we work on a project on average, which really varies too much to say.” Student expectations and industry experience seemed to clash on the importance of networking and soft skills as well.

#### Networking and soft skills

“Many students do not yet realize how important networking is”, Jennifer Allermann continues: “I think it’s good for students to realize they can already build these connections during their studies, and that they can be very helpful later on for finding a thesis organization or even a job”. Events provide a natural way to build these connections. Participants had the opportunity to connect to group

*“Many students do not yet realize how important networking is.”*

members and their mentors, which they of course seized.

Networking was however not the only soft skill they had the opportunity to practice. “Communication, managing stakeholders, doing presentations, leading meetings, you get a bit of all of these at university. Yet it is also something a lot of people still have to learn when they start working”, Jennifer Allermann notes. She explains: “Content is of course important in consultancy, but it is also how you say something, how you present something and how you manage your stakeholders in advance of the big meeting”. To help participating students improve some of these important soft skills, sessions to improve these skills were therefore organized. These sessions sought to equip participants with some tips and tricks, such as on ending a presentation

on a strong note. The students could then immediately put these newly learned tips and tricks into practice while working on the case.

#### Wrap-up

After several working sessions, the case competition ended with a presentation in front of an EY partner. The best teams were invited to present in the semi-finals and eventually the finals. Although Jennifer and Jennifer’s mentor group did not win, they can look back at the event as a success. In just a few days, they went from a group of strangers to a group that successfully presented a solution in front of a partner. Jennifer Allermann concludes: “They might have been a bit unsure in the beginning, but I am convinced they can achieve anything they set their mind to”.

## Jennifer Allermann

Jennifer Allermann is senior manager data strategy, data management and data risk at EY’s data & analytics team, where she has been working for 6 years now. The opportunities for international collaboration are something she particularly enjoys there. Before joining EY, she finished a master’s in psychology as well as business administration at Radboud University and worked as an IT consultant at KPN ICT Consulting.



## Jennifer Reddöhl

Jennifer Reddöhl joined EY’s data & analytics team as a data & analytics consultant in September of last year. One of her favorite aspects of the job is the freedom to develop yourself in whatever direction you are interested in. Prior to joining EY, she obtained a master’s in data science at Erasmus University and worked as a statistical analyst alongside her studies.



Each company has its own missions and visions to achieve business goals. The same applies to Foot Locker as well. SCOPE visited Foot Locker to talk about their missions and how to positively achieve these missions/goals. Why are these missions most important for Foot Locker? SCOPE spoke with Susie Kuhn, President Foot Locker EMEA (Europe, Middle-East and Africa).

**TEXT** Sander Roeleven **DESIGN** Caitlin Riesewijk



## Foot Locker's missions and goals

### About Foot Locker

Foot Locker is an American sportswear and footwear retailer, and its headquarters is located in New York (Manhattan). The company operates in approximately 28 countries around the world. As president of Foot Locker EMEA Kuhn is responsible for the operations in Europe, Middle-East, and Africa. Many Foot Locker stores are located on these continents. "Much of my time is spent looking at customer connection, revenue generation and profit in our core countries of Italy, France, Germany & UK; and growth in the Netherlands and Spain." So,

Susie Kuhn mainly focuses on the month to month business meets the strategies for growth. Susie Kuhn adds: "I am responsible for an organizational team consisting of a Chief Financial Officer (CFO), operations leader, product leader, marketing leader, HR leader, and a legal leader. As a president, it is my job to support the functions, ensure alignment on strategy and tactics, and connect the team cross-functionally for better results." Susie Kuhn's job is very dynamic and demanding. "I do not have a 'typical working day' as my job changes week-to-week. It is important to keep structured

and strategic, the rest: it comes as it comes".

### Expression

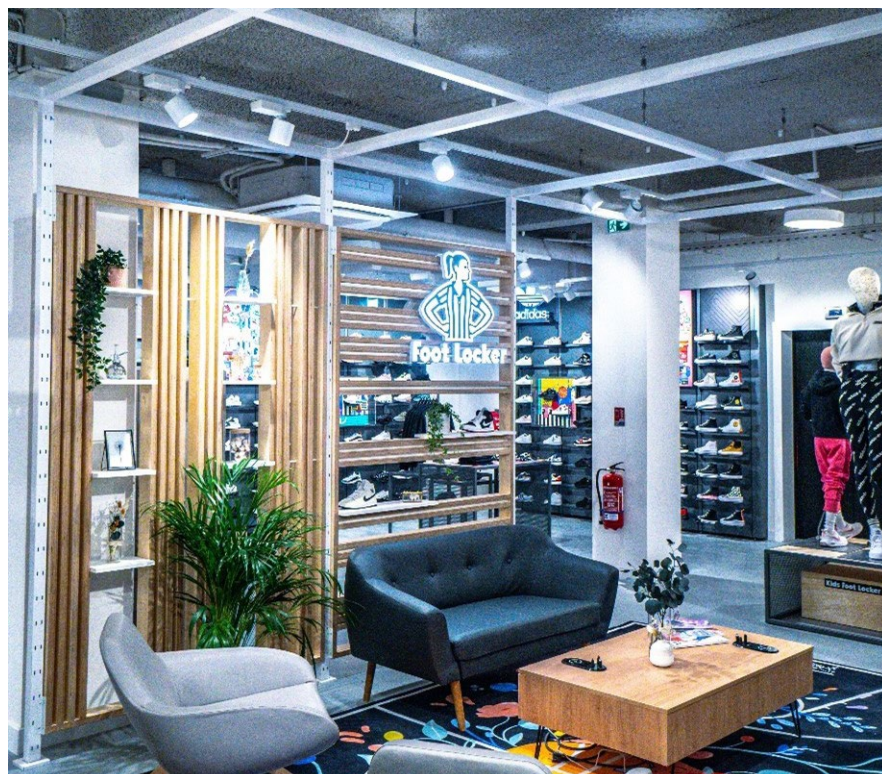
The first mission of Foot Locker is the way customers express themselves. Foot Locker wants to inspire the youth to express themselves with their choices, style and creativity. "Youth around the world want to tell the world who they are through their choice, style and voice. With so much going on in the world that impacts the next generations; war in the Ukraine, the COVID pandemic, economic challenges, their world is complicated". These external



factors influence the values of youth. "The role that Foot Locker can play is to support them locally in their neighborhood and communities; whether that is through employment, space to freely be themselves, or support of that activities and clubs. What I want Foot Locker to have, is by feeling comfortable the way youth want to dress and move to the world, not to be told how to dress". So, the way the youth want to dress is very important to Foot Locker. Actually, Foot Locker is a house of brands where all relevance comes together. Susie Kuhn explains: "Brands focus on the customers they want to attract; we have the unique ability to introduce customers to many brands; allowing them choice. If you want, you can go to their shop or site directly. Foot Locker tries to distinguish itself by creating access to new brands, products and style choice." In this way, Foot Locker tries to match the wishes of their customers". Foot Locker is therefore more focused on the wishes of the customer instead of focusing on one brand.

### Experience

Foot Locker also focuses on providing the best customer experience to



the customers both online and in their stores. Especially the physical stores are important to Foot Locker. "Our strength is the stores since we started with this. However, it is necessary to add a digital component to our business. We are working hard to improve this". Foot Locker's

stores are thus very important for their success. Susie Kuhn tells how Foot Locker sees the importance of having physical stores: "Young people are living longer at their parents' home, even after they completed their education. This is mainly because young people do have





financial challenges in finding a house themselves. They are therefore forced to stay at home for a longer period. The youth want to leave their houses and meet friends outside. It is important to keep cities inviting and convenient. As these encounters will sometimes lead to a purchase, we, as Foot Locker, really try to create a community around our stores where young people can feel comfortable”.

As said earlier, Foot Locker is working hard to improve the digital side of its company. New technology has been implemented which improves customers’ experience. “Our next improvement is for online customers have insight into the stock at the stores of Foot Locker, so the customer can choose to have it delivered from the store or more sustainably pick it up at their local store”.

A couple of years ago, Foot Locker was mainly focusing on sales. The stores were designed to sell as much as possible. The stores has been changed such that there is more focus on providing good service to the customers. As good service leads to more sales. Consequently, customer experience improved as well due to this change.

#### Employees

Doing good for the world often starts within your own environment. The core values of Foot Locker consist of teamwork and excellence. “Teamwork is so important, especially in the sneakers industry. If we do not understand how our customers view and interact with their friends (and family), it is going



to be hard to give the experience to the customers as they want to have. This brings a level of collaboration, level of urgency, and teamwork”. To give customers a nice experience about Foot Locker, the employees work very hard. Susie Kuhn explains: “Retail is a hard business, every day we have a report card that tells us if we hit sales or not, if we over spent or under spent on markdowns, if we have enough inventory that the customer wanted. You cannot be perfect in retail. This environment can make it hard to keep the spirit of teamwork, ideation,

and creativity, but those are some of the most important elements to keep alive.”

As Foot Locker is an international company, employees come from different countries and cultures. This is good for teamwork. “My extended leadership team represents 4 continents and 11 countries. From these differences, teamwork comes naturally since you have to listen carefully to each other. The more differences exist within a team, the more teamwork is needed to be successful”.

*“Our environment can make it hard to keep the spirit of teamwork, ideation, and creativity, but those are some of the most important elements to keep alive.”*





## Susie Kuhn

Susie Kuhn is the President of Foot Locker EMEA, responsible for the banners Foot Locker and Sidestep as well as the franchise business in Eastern Europe and the Middle East.

She has been in the retail, fashion and sneaker industry since 1997. She began her career as a Department Store Buyer. Over the 25+ years since she has led teams and built retail businesses in apparel and footwear across the globe for brands like Target, Lucy.com, Adidas, Nike, Converse, and now Foot Locker. She has worked on consumer and marketplaces across Asia-Pacific, North America and Europe. Her career has led her to travel the world and live in Portland, Minneapolis, Boston, Philadelphia, Hong Kong, Shanghai, and Amsterdam.

Susie earned with Honors a BA in History and Political Science at Linfield University. She has been an advocate for diversity and inclusion throughout her career. She speaks about empowerment of women in business, founded the Women's Network at Converse and committed to being a voice for diversity and inclusion.

### Investments

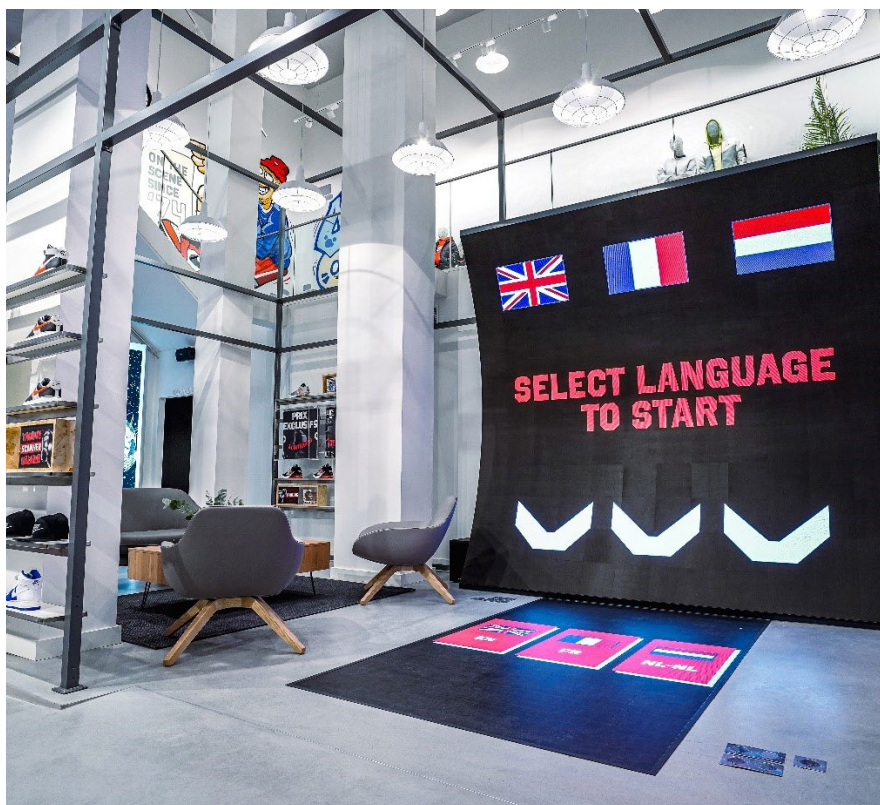
Foot Locker is investing in their community, such as scholar-athletes. Susie Kuhn says: "The thing we are most proud of is the history of Foot Locker. Foot Locker is an American brand originally and it has always been in neighborhoods and on streets that retail would say are "underserved. However, for Foot Locker, many of those neighborhoods are where our core customer and young consumer live and work and get inspiration from, so it is important we are there. We look across all the cities and communities across Europe to find the ones that need and want us. We invest in those streets before others will. And we invest in the community activities around those streets. It is important we are authentic".

### Future of Foot Locker

Looking into the future is important for the continuity of every company, the same holds for Foot Locker. What does Foot Locker look like in 10 years? "I think there is a lot of dynamics coming at us. We must closely watch how the customers are shopping. For sure, retail will evolve and for sure store based retail will still exist. I believe stores will be more about discovery, convenience, experience and community;

especially for younger consumers. Moreover, sustainability is asking us to be tighter in inventory, and the amount of packaging that is being used should be reduced drastically. These things make us adjust the way we are getting goods. We are going

to have to change how we serve our customers if we are trying to be good for our communities". With these challenges, Foot Locker wants to be ready to further build into the future!



As this edition of the SCOPE is named 'The bright side', and focusses on more positive aspects, something which could not be missed is an amazing local initiative. SCOPE visited Only Friends Eindhoven, where we spoke with the chairman, John Warrink. We discussed the journey of Only Friends Eindhoven, their future goals, and most importantly; what YOU can do. You have probably never heard of Only Friends Eindhoven before, but this article will change that. You will also find out why this article is a great step towards their future goals.

**TEXT** Fleur Machielsen **DESIGN** Caitlin Riesewijk



# Meet Only Friends Eindhoven

## Only Friends Eindhoven's journey

The origin of Only Friends lays in Amsterdam, where it all started with a father named Dennis, who had a dream for his disabled son. His son played football in a team where he could not always keep up with the rest of his teammates, because of his disability. After some time he wanted to quit because he did not like football anymore. Dennis did not agree and knew for sure his son liked football, but was not seen by his teammates as equal and therefore disliked playing. Dennis started playing football on a field with his son and a few friends, where his dream was born to raise a sports club where everyone with any disability feels welcome and is accepted. Once this

dream was realised, Dennis dreamed of their own sports complex, which he did also achieve. His current dream is that Only Friends will exist for 100 years. He is well on his way, as it already exists for 22 years.

John once was invited and was asked by Dennis to become a sponsor of Only Friends. He did not have to think twice about this question. After a few years, John wanted to have an even greater impact and decided that this concept should also be developed in Eindhoven. He invited his friend Arno to join one of the golf competition days at Only Friends. After seeing the beautiful initiative, he was directly convinced that this is something Eindhoven still

misses. John: "Once you have caught the virus, you will never get rid of it".

The first obstacle was to find a location where outdoor sport fields were available, but where sports could also be played inside in case of bad weather conditions. After some time, the sports complex at the International School was found, where they are currently allowed to rent the sports fields and sports hall.

## Three key values

Every child should be able to be his or herself. Every child should be able to develop physically. Every child should develop themselves personally. These are the three main values for Only Friends Eindhoven.



*“I still get goose bumps when I go here. I enjoy all high fives, hugs and kisses of the children. The gratitude is enormous”*

At first, an environment is created in which all children should feel safe and accepted, and should not receive a stamp based on their disability. Their motto is: “Je bent goed zoals je bent”, or in English, “you are perfect the way you are”. At other sport clubs, so called G-teams also exist, where people with a disability play in a team together. The problem is that such ‘special’ teams are looked down upon or even made jokes about. This can make them feel like a misfit. On the contrary, at Only Friends Eindhoven these children are the top athletes, the stars, the fighters. As John explains “The fact that the children are treated as the top athletes here, has a great impact on them. You can see that they gain more self-confidence and that is also what the parents are thankful for”.

Secondly, physical development is of high importance for children. Their physical development is triggered through various sports and games. Every training, one particular sport is practiced. When someone does not like that sport, they will always be slightly pushed to try at least. For example, someone did not want to play basketball, because he thought he would not like it, since he never did it before. In the end, he participated for 20 minutes and was then allowed to do something else. Although some structure should be kept, when something they do not like is still tried, they will be cheered and given a high-five. This way the children do not only improve themselves physically by trying new sports, but also grow personally and learn to participate within the group. This aspect is the third focus point, in which the children are stimulated to cross their own borders and experience personal growth. John: “It is amazing to see how fantastic the children react to their personal victories and how much they love the appreciation they receive from their trainers”.

#### **“It’s okay to be yourself”**

John speaks very passionately about Only Friends Eindhoven and can clearly verbalise what their slogan really implies. As John explains “children should never feel burdened because of their disability and should never get the idea that they are worth less than others. When you have difficulties with running, does not mean that you are not a nice kid. The fact that you have speech impairment is hard for yourself, but that does not mean that you do not belong to the group. Just be yourself, you are welcome here and you should always trust on that”. Not only John has this vision; all children share this view. The group consists of children with disabilities varying from autism to visual impairments, but they are always willing to help each other whenever needed. At the start, some children do not yet

understand what the disability of the others implies and how they should cope with them. However, after giving some explanation to the children, they directly understand and learn how to handle each other’s disability.

Such a slogan and vision sounds perfect, but how does this work in practice when new children join the club? John: “All children always receive a high-five when they arrive and are greeted happily. When someone new enters, they are already taking a big step for themselves to join an unknown group and new environment. One of the trainers will be assigned and will guide the new member, in order to make sure that they feel welcome, and can later easily find their way to the rest of the group. Everyone who once entered to play sports, also stays, which we are very proud of”.





### How to keep going

John is one of the volunteers who makes sure that all members can play sports. Currently they are with a group of seven volunteers who give the training on Saturday mornings. Without these volunteers, it would not be possible to continue this concept. Besides volunteers, money is needed. From the municipality of Eindhoven they get a thumb up, but nothing more than that can be spend. Only Friends Eindhoven has been adopted by the FC Eindhoven foundation and is allowed to use their fields. When trying to arrange an indoor sports hall at the Gennep parken, a lot of difficulties have been encountered. Luckily, private individuals and companies are willing to help. Once they hear about the initiative, they are always willing to support them either financially, or through other ways. An example of how they can be supported is by inviting a volunteer from Only Friends Eindhoven to a business session. Here a presentation can be given, which will create more name recognition and possibly new sponsors.

### What can YOU do?

What can you do as a student, who does not have any money, but does have some time left? Or what can you do as an alumni, who does have some money, but does not have time left? These questions have been asked to John: "We are very happy with ambassadors, which maybe sounds stupid. We would find it amazing when more people can tell that we exist and how amazing it is what we are doing". John added that everyone that has some spare time should give him a call! Again he mentioned that



they first want to make sure that Only Friends Eindhoven is a well-known sports club. "Once we will grow, and we can realise more different sports teams, we do also need more attributes and money. These two are always more than welcome, but no current necessities." John: "For alumni the first step is to share this initiative with as many people as possible, or invite us for a business meeting where we are allowed to tell our story. In this way, you can perfectly fulfil an ambassador role, and that would be amazing".

### Five-year vision

"Our first goal is to gain members." John explains that the goals is to make sure all children with a disability are able to play sports in a safe and pleasant

environment. "When the number of children grows, we of course need more volunteers. Besides, when there is a larger group, it is also possible to split the group and play different sports, based on the interests of the children. Let's hope that we will not end up with 100 hockey players and 1 football player. As last, we want to have a societal impact in Eindhoven and surroundings. We want to make sure that when you tell someone that you have read about Only Friends Eindhoven, that they respond that they have heard of it as well".



## John Warrink

John Warrink is the chairman and co-founder of Only Friends Eindhoven. Four years ago the preparations were started and three years ago the initiative was really launched. John lives in Eindhoven and has been a professional handball athlete, so he knows what love for sports means. Besides watching football at PSV and FC Eindhoven, he enjoys playing any sports himself as well and wanted to share this love with children who have a disability. Now he can be found every Saturday morning from 10:00 until 12:00 at the sports complex at the International School Eindhoven, as a volunteer trainer at Only Friends Eindhoven. To get into contact, visit their website, send an email, or make a phone call:  
[www.onlyfriendseindhoven.nl](http://www.onlyfriendseindhoven.nl) 040 – 2187979 [info@onlyfriendseindhoven.nl](mailto:info@onlyfriendseindhoven.nl)

# Work at Accenture



**Meet Accenture**

**Canal Cruise**

**16 June 2022**

**BBQ**

**07 July 2022**

*<https://www.werkenbijaccenture.nl/events>*

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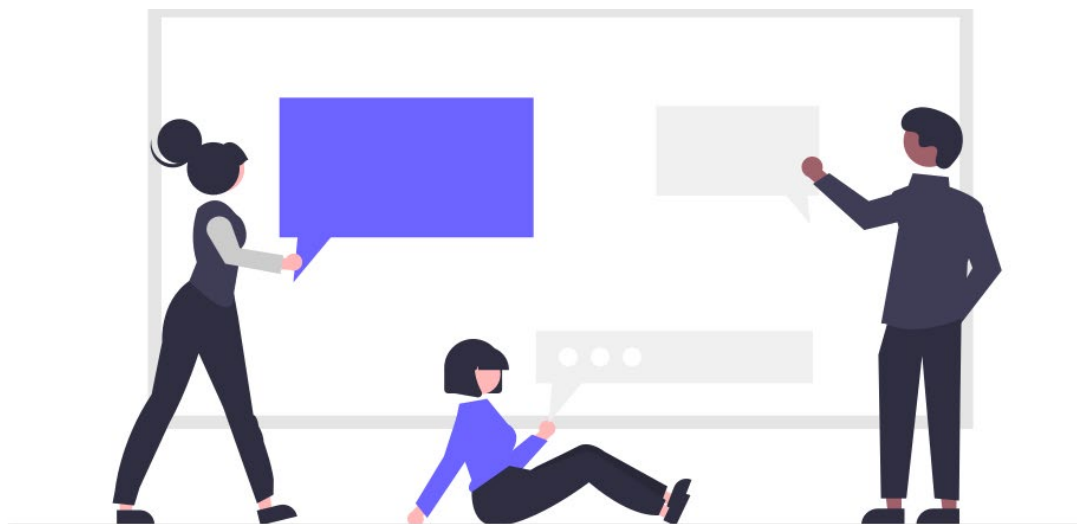
## Be a change maker

**accenture**



Only two years ago, he was still studying Innovation Management at the TU/e. Currently, he has found his way within iTrainee and Deloitte. Enzo Drijvers chose to join the SAP traineeship from iTrainee as the starting point of his career. Why did he choose this path? And how does he look back on the start of his career, during COVID? SCOPE talks about these subjects in a place well-known for Enzo; for once he is back on campus, for an interview in Atlas!

TEXT Lars Geerlings DESIGN Caitlin Riesewijk



# Self-development within a traineeship at iTrainee

Grabbing a cup of coffee in The Villa, Enzo feels back at home immediately. For Enzo, it was not that long ago that he was a full-time student at the TU/e. In January 2021, Enzo started his traineeship at iTrainee, still fairly close to Eindhoven, being stationed in Den Bosch. Enzo encountered SAP at an inhouse-day during his bachelor's. Somehow, this visit was always in the back of his mind. During the career expo of Wervingsdagen, Enzo saw an SAP banner and immediately checked the stand. However, it turned out to be iTrainee. After a good conversation, Enzo left his contact details at the recruiter of iTrainee. Six months thereafter, he finished his thesis and iTrainee gave him a call. After conversations with several companies, Enzo still felt interested in SAP and what iTrainee had to offer.

In 2022, he still feels that he has made the right choice. The first three months of the traineeship, the programme is similar for everyone, which you follow in a small group of trainees who have also just started the programme. With his background in Industrial Engineering, Enzo recognized many of the subjects discussed during this programme which gave him a head-start. For Enzo, the programme felt like the perfect combination of his studies. "I have always seen Industrial Engineering as a broad field of study. Finance, supply chain management, purchasing and sales are all represented. In my experience, you can combine this diverse knowledge perfectly in SAP". This combination convinced Enzo to participate in the traineeship. One of his main questions, however, before fully committing to

iTrainee, was the flexibility he had after this traineeship. Would SAP be too specialised? Maybe choosing SAP also closed other doors? "Conversations with iTrainee however, showed me that SAP also gives enough flexibility. If you want to switch to another field, you can do so within SAP!". Hence, his fear of losing flexibility was solved.

At iTrainee, after the first 3 months, a trainee chooses a specialisation. Enzo chose governance, risk & compliance. During this time, you also start conversations with one of the partnering companies of iTrainee, to see whether there is a match possible. Examples of these companies are Nationale Nederlanden, Rabobank and Deloitte. The last one was a match for Enzo. After starting with IT audits, he is currently involved in an advisory





## Enzo Drijvers

Enzo Drijvers studied at the Technical University of Eindhoven with a bachelor in Industrial Engineering. Thereafter, he participated in the master Innovation Management and graduated in 2020. During his studies, he got interested in business processes, and especially the variety of the business processes within organizations and options to improve them. Joining the traineeship of iTrainee has given him the opportunity to work with different business processes in SAP, which kickstarted his career towards a consulting function at Deloitte.

project at another firm. There, he is involved in mapping the business processes, translating these into codes for SAP and looking for opportunities for improvement and optimisation. He is involved in the project from start to finish.

Furthermore, Enzo is continuously supported by iTrainee during the start of his career. Not only in advice and training, but also because he started at Deloitte with two other trainees. This social aspect was always there during his traineeship, although much of it was online due to COVID. Recently, they had a big party with all employees and trainees of iTrainee. iTrainee attempts to create cohesion within the group of trainees actively. During their traineeship, the trainees often joined each other in online meetings to work on the assignments. Outside of COVID, there would also have been more group activities such as kicking off with a typical Bosche Bol and ending the traineeship with a joint graduation event.

But even during COVID, iTrainee was active in the social aspect. For example, the traineeship also consists of soft skill training sessions and personal coaching. Every trainee has a coach, who assists them in finding the company that fits their interests and skills. Enzo valued this very highly. Furthermore, he said: "During the traineeship, you grow as a person. The soft skill sessions are valuable experiences you carry with you in your entire career. Besides being a normal trainee, this adds value to the traineeship. An example was a session about vitality and athleticism. How can you attack every day as athletes do, by considering your

health? Here, we learned the simple importance of taking breaks, walking during lunch and more." Especially during COVID, he valued this a lot. During a traineeship at iTrainee, there were many more examples of soft skill training sessions, such as communication skills, recognizing core qualities, assertiveness and more. His attention to soft skills and personal development has continued during his career at Deloitte. "At Deloitte, you get a lot of freedom and flexibility to work based on your preferences", Enzo said. Enzo tells us about the impact foundation of Deloitte, where employees can work on something outside of their normal scope of work to make an impact on society. Up till now, Enzo has not started such a project. However, he plans on doing so. Examples of such projects are the Ukraine immigration support, acting against loneliness and more.

Just as within iTrainee, Deloitte values the social aspect highly. There are many drinks and leisure events during which Enzo got to know more and more people. Besides being fun, this has also helped him extend his network within Deloitte, which also supports him during his projects there. Hence, the social aspect has been an outline during the start of his career at iTrainee and Deloitte. Until October, Enzo remains an employee of iTrainee. Usually, trainees continue their careers at the partner they are currently working with. Hence, Enzo expects to continue at Deloitte. In the meantime, Enzo will explore the IT audits as well as more advisory projects. Also, Enzo wants to discover the possibilities within Deloitte's Impact Foundation. Starting as a trainee at iTrainee has led Enzo not only to discover SAP but also led to more self-development, becoming the person he is today!



In 2015 the Paris agreement has been signed by 195 countries in Paris, including the Dutch government. This international treaty on climate change aims to keep the long-term rise in mean global temperature to well below 2 degrees above pre-industrial levels. Being one of the key players in contributing to this goal is Shell. Multiple stakeholders are involved in this long-term process, in which each party has its own wishes. Marjan van Loon, president-director Shell in the Netherlands, explains her vision on how Shell is on its way to becoming a net zero emissions energy business by 2050!

TEXT Bauke Wijnands DESIGN Caitlin Riesewijk



# Shell's race against the clock

## Where to start?

2050 is far ahead from us, but transformations have to be made already now. That seems a no-brainer, but where should we start and what are the first steps to be taken? Marjan says; “everything starts with the end product, thus the client. We want to bring sustainable products to the market which are comfortable, affordable, and available. In the future, our customers should be able to electrically charge their cars everywhere and at any time, so infrastructure is required. “This is the starting point for the business case and from there on Shell can think about what is required to achieve that goal. That is thinking the other way around compared

to the past; oil and gas is found, which is processed to products that are offered on the free market and automatically customers are found. The energy transition requires us thinking the other way around; energy transition happens from the customer back.

## Get everybody aligned

Not surprisingly, Shell will not make the Netherlands net zero on its own, other organizations need to transform their processes too. In fact, parties should collaborate in order to speed up the pace of the transition. Shell actively compares agendas and strategies of external parties and searches for dialogues with new parties in order to find new matches.

Marjan adds; “one of the most important aspects of my job is to also have conversations with non-energy supplying companies. For example, DSM’s agenda shows similarities with ours, although it is mainly focused on nutrition. Still, we try to find common projects that will contribute to the energy transition. Important here is to really act as a partner and not force other parties to do everything that is only on our agenda. We have to be flexible and think about how to make most of it together. This is a new form of finding partners than we were used to. It requires entrepreneurship on individual level, and you have to continuously ask yourself where the opportunities lie.”



### Working together with competitors

Next to partners, also competitors belong to the group of external parties. They have to make the change too. However, competitors might not have the same ambition in the Dutch market as Shell has. "Still, the puzzle has to be made. So, we have to find the competitors that have the same ambition and we should try to cooperate with them. The biggest challenge is here that we should make investments while we can't predict what the world will look like in terms of energy systems in 2050. A lot of inventions will be done, and customers sometimes act differently than expected. These are factors that can make the process of investing a challenge." The speed of the energy transition will be different in every country, depending on their economy, population and the level of prosperity and the policies of their government.

Governments play an important role in the energy transition, they are the conductor of the orchestra. By establishing certain rules for the market: what to stimulate, what to forbid what to mandate, for example. Also, the societal discussion about the affordability of energy for the customer is something that is important to governments and can influence their decisions. Ambitious but clear policies that are consistent over time would support Shell in building business cases to invest and thereby achieving Shell's goals related to the energy transition and the goals of the Dutch government.

### New role of the government

The relationship with the government is thus a very important one. Shell needs the government, and the government needs investors like Shell; they are interdependent. For Shell it is important to know from the NL and EU authorities what its plans are for the upcoming

10, rather 15, years in order to make investments decisions worthwhile. In the past, companies made their investments in a stable and mature but fossil energy market, the government had already shaped the laws and regulations. Now, the government sets the novel regulation beforehand in order to support companies that want to make investments. Moreover, the government needs to pre-invest in new public infrastructure like electric cables and needs to ensure all permits for the projects will be finalized in time to finalize the projects that are required to meet the climate goals. That is quite a transition for all players.

### Constant dilemma

Sometimes, investments should be considered while still an undesirable level of project risk is present. Marjan says; "it's all about teamwork, creating the same agendas among all involved parties for the upcoming 10 years and solve the puzzle based on mutual confidence. Normally, we negotiate with other parties before making investments. We only talk about projects after having made investment decisions and we communicate our plans to the market and shareholders. Now it occurs the other way around, with the aim of finding partners for our projects. For example, we have created a letter addressed to the government and other interested parties, including all Shell's projects in the field of the energy system for the upcoming 10 years.

By doing so we can progress these activities with interested partners that have the same goals. Five years ago this would not have happened. Why would we talk about projects that still have to be executed?"

In other words, Shell tries to be transparent on the projects it wants to execute. Each

quartile conversations take place together with the government in order to show Shell's update on its activities. The goal is to inform them on our progress and ensure government commitments as per the NL climate and energy agreement are implemented timely; no request for specific support only relevant for Shell, just a timely implementation decision of an earlier announced regulation. By making the government conscious about Shell's ambitions and asking for clarity, Shell is better able to actually execute its projects. Given where the NL government wants to be in 2030 it is important companies and national and local authorities focus on fast implementation of the required projects and press forward on this."

### Challenges for future employees

On the question what the biggest challenges for future employees will be, Marjan provides a clear answer; "eventually, the current students will have to solve the puzzle of the energy transition in the upcoming years. To some extent this will be relatively easier since they have the most recent knowledge and the newest tools. Students aiming to have an impact on the climate change challenge will definitely be in the right place here. Shell is in the middle of a true entrepreneurial ecosystem, offering large projects making great impact."

All in all, we are facing a huge challenge concerning climate change. Together with partners, competitors and government Shell aims to contribute to achieve the goals of the Paris agreement. By acting as reliable partner, being a transparent company and together with its future employees, Shell hopes to play a leading role in the energy transition towards 2050. Will they succeed?



## Marjan van Loon

Marjan, coming from Helmond, studied Chemical Engineering at the TU/e and graduated in 1989. Hereafter, she directly joined Shell and had various functions within the company. She started as gas processing technologist after which she had various executive functions within the liquefied natural gas and gas processing business on a global level. Currently, Marjan is president-director of Shell in the Netherlands. In 2017, she was chosen by the journal 'Opzij' to be the most influential woman of the Netherlands in the business category.

With over 165000 citizens Linköping is the fifth largest city in Sweden. Because it is quite centrally located and the country has a proper transportation network you're easily in other big cities, such as Stockholm, Göteborg, and even Copenhagen. Linköping has a nice variety of nature and the bustle of the city, and with around 17500 students it is a real student city. All in all, beforehand you would say that Linköping has everything to be a city in which an amazing exchange period can be experienced!

TEXT Kenneth Braakman DESIGN Caitlin Riesewijk



## Exploring the wonderful life in Sweden

On 11 January 2022, it was finally time to go abroad for my exchange semester. My destination: Linköping (Sweden). For the first three weeks I stayed in a hotel near the train station since my rental period for my room arranged via the university started on the 1st of February. Luckily for me, many students had the same problem. So, finding new friends was not that big of a deal. The first few weeks everyone was so open and outgoing anyways. Everybody wanted to meet new people and therefore there were a lot of initiatives to do something.

It was also not that weird to ask somebody after just meeting for three minutes if you would eat together. Imagine that you would do that in the Netherlands... By encountering all these activities, you would almost forget that there was still Covid-19 at that time. I was not, because after exactly six days I was tested positive for the first time in two years. A good start to the semester.

After these first weeks of meeting all these new people, the university started. The Linköping University

(LiU) has one major campus (Valla) which is a 7-minute bike ride from Ryd. This is the area where most (international) students are living and where I am also staying. Compared to Eindhoven, studying in Linköping takes less time, which means that there is plenty of time for leisure activities. Going for a workout in Ryd forest, having a game night, relaxing in one of the saunas in the student accommodations, enjoying a (winter) bbq, or going to one of the many student parties in clubs Flamman, KK, or Kårallen.



There was also plenty of time to make several trips with friends during my stay. Stockholm, Idre Fjäll (Ski area), Kiruna/Abisko (Lapland), Copenhagen, Tallinn, and at the moment of writing I am also packing for a nice trip to Norway (Oslo/Bergen). I can recommend all of these trips, and when people ask for my highlights, I can keep on going for hours. If I must choose now, my absolute favorite trip was Lapland. That was just a concatenation of highlights: racing at more than 100km/h with a snowmobile scooter over a frozen lake, viewing an ice hotel, enjoying a floating sauna with a hole in the lake, visiting an old Sami village where we could pet reindeers (and ironically, afterward eat a nice reindeer burger), doing a husky tour on which big Moses were spotted, ice fishing, cross-country skiing, viewing frozen waterfalls, and maybe the best of all, having three nights of northern lights!

Back to Linköping, because that also has a lot to offer. With 107 meters it has the second-largest cathedral in Sweden. The impressive building from inside and outside could be seen from miles away and is therefore also a good navigation tool. Gamla



Linköping (the old city center) is also worth a visit. Further, it is beautiful to walk near lake Roxen and in winter it is even possible to go ice skating on the lake. (Hint: Go a bit later in the afternoon, so that you can also enjoy the beautiful sunset while not being transformed into a snowman). Other things you should definitely do: Go

to an ice hockey game of Linköping Hockey Club (LHC), have a real Swedish Fika at Babettes, and have a fun afternoon or night at the sports bar O'Leary's. Sports bars are in general much more common in Sweden than in the Netherlands.

Is everything then so amazing in Linköping (Sweden)? Actually no. There is one thing that could not be more awful. Namely, the Swedes have this very weird obsession with queuing. Let me give you an example. As mentioned earlier, several big student parties are organized each weekend. To get to these parties you should have a ticket, which is sold one or two weeks in advance. These tickets are not sold at convenient times, but for example at six in the morning. And to be able to make sure that you can get a ticket you have to queue. For a very long time. It is very normal that a queue takes more than 12 hours. The worst part is that you then not even 100% sure that you will have a ticket. And when you have a ticket, you should not be mad when you must queue again for a while to get to the actual party. Believe me, it is no picnic. Is anyone still looking for a proper project for their master thesis?





A quote I have read recently wanders through my mind often. The quote got me thinking because it perfectly applies to my board year this year at C.I.T.I. (Center for International Travel Industria). Maybe it is applicable to my whole life; to all of our lives. 'Sometimes you have to experience the bad so that you can appreciate the good things that enter your life.' - Leon Brown

TEXT Eva Henckens DESIGN Caitlin Riesewijk



## Optimism: there is value to be found everywhere

From time to time I find it difficult to actively appreciate the present moment. To not wait for everything to be perfect to be happy. This quote reminded me of thinking positively and seeing value in even the worst of times. How can a person learn to appreciate the good in life if there isn't any bad to compare it with? It's all about contrast.

Thinking positively has been proved to have a positive impact on our lives. Optimism is positively correlated with better mental health and the experience of less stress (1), staying confident and persevering when things get tough (2), and better physical health (2). Being optimistic is even correlated with living a longer life (3). Enough evidence to at least give optimism a try, right?

Now, back to my board year at C.I.T.I.: as a subboard that is focused on international

events, the pandemic was detrimental. In the first half of my board year, we had to cancel all of our events. It was tough to deal with the setbacks of putting in effort and getting little in return. Since traveling slowly became possible again at the beginning of February, about 3,5 months ago, we have

organized and participated in countless international events.

In January I traveled to Budapest for an ESTIEM event focused on personal development named 'Design your future'. I became friends with people throughout





Europe and brainstormed about what I would like my future to look like. It was a really valuable experience.

A few days after I came back C.I.T.I. organized the orientation weekend; a weekend for Erasmus students that will be studying in Eindhoven for some time. Connections were made and beers were consumed.

Subsequently, 3 weeks later, 15 students from Local Group Porto visited Eindhoven to experience student life here. The committee organized a lot of fun activities. Above all, it was amazing to finally have people over again in Eindhoven, to do fun and crazy stuff together.

Then, 3 days later we hosted the Lean Six Sigma event. A total of 30 participants, of which 18 were from different parts of Europe, visited Eindhoven to enjoy the valuable academic Lean Six Sigma course and get a taste of student life in Eindhoven. Together with the instructors facilitated by ESTIEM and the committee we organized an educational and fun week.

One week later 3/4th of the C.I.T.I. board joined the Business Trip to Budapest. It was an amazing 5 days fully packed with company visits and other activities. The 3rd and 4th-year students had a great bonding time on this trip.

Then the exam week got in the way of traveling, but right after we joined the ESTIEM Council Meeting in Belgrade with



a total of 15 Industria members. It was a full week of general assembly, valuable discussions, getting to know the Serbian culture, making European friends, and partying till the sun came up.

And now 1,5 weeks later, it is exactly 10 hours to go before the start of the Hitchhike!. I am very curious about the unexpected things we will experience in the upcoming days.

The point that I am trying to make here, next to providing you with a very interesting past activity overview, is that the last couple of months have been crazy busy. When my whole board year would have looked like this I don't think I would have appreciated every moment as I do now. I think I would take it for granted more. Now, I am enjoying everything as much as I can. I can sleep again in August, right? I am making the most out of this second half of my board

year to an extreme sense, because of the less exciting first half. Sometimes it takes absence to value presence. Again, it is about contrast.

I am not saying that I liked the pandemic. I am saying that difficult times are a given, and it is better to see the bright side than to get saddened by all that could have been better or different. Thinking positively is something I will keep doing. You could try it too! I believe that there have been difficult times in your life serving you later on.

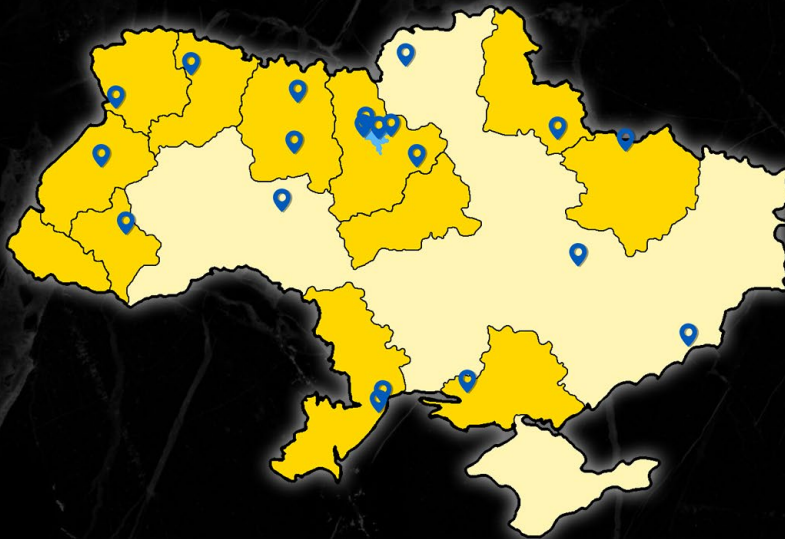
In which difficult moments can you find value, now looking back?



In this edition of Spotlight, SCOPE interviewed Maarten van der Laars. Maarten has been an active member within ESTIEM, the association for European Students of Industrial Engineering and Management. Over the years, he became friends with people from all over Europe, including Ukraine. He even visited Ukraine on multiple occasions last year. As you can imagine, the start of the war made a lot of impact. It was time to do something.

TEXT Niek de Jong DESIGN Caitlin Riesewijk

# Regions and Cities supported so far





Before the war started, tension at the border had been rising. Maarten, and multiple other friends in Eindhoven, had been actively following the situation. They have friends all over the country; from Kyiv to Mariupol. "When the war started, it was really a shock to be honest. You are concerned about the safety and wellbeing of people you know really well and care about." Together with Robert Lintzen and his girlfriend, Anastasiia Plishkanovska, who fled Ukraine when the war started, they started to think about how they could help. Although Anastasiia and her family were relatively well off given the circumstances, others desperately needed (financial) support to acquire water, food and medicine. Because of direct contact with people in Ukraine, they knew where the money was needed most locally.

"Traditional organizations need some time before they can set up their aid. Although it is quite fast, it still takes about two weeks. We wanted to fill this gap. Moreover, our efforts wouldn't require any overhead cost", Maarten stated. They started their initial round of funding for Ukraine by contacting people via WhatsApp groups and social media. During the first morning, already €600 was collected. All this money was spent very well, with pictures coming in of all the people and local organizations they had helped. This was however just the start. Awareness had to be increased as well. To do so, they contacted the executive board of the TU/e to raise the Ukrainian blue-yellow flag on campus, put flags in multiple study associations' bars, organized a Studium Generale lecture with a Russia expert and published an article in the Cursor. In the meanwhile, their financial efforts increased as well. They collaborated with Dutch and Ukrainian students to raise over 11.000 euros, which was used to provide medicine, water, food, blankets, hygiene products, camouflage nets, helmets, boots and body armour directly to the places where it was most needed.

Maarten: "Eventually, you can't keep asking the same people for money over and over. Your immediate circles have been approached by now and you have to come up with something else. Together with some people from



Eindhoven, we had the idea for a while to organize a rave. We transformed this idea into a "Rave for Ukraine". On Friday the 22th of April, the rave took place. With 300 people attending, it was fully sold out. People could buy four different kinds of tickets, which all gave them entry to the rave. "We wanted to keep the party affordable for students, but we introduced varying prices to enable people to donate extra money to Ukraine by buying a more expensive ticket."

TICKET 1: €9.95

"You know this is for Ukraine right?"

TICKET 2: €15.00

"Thanks for the support."

TICKET 3: €25.00

"You're a real Ukrainian tractor!"

TICKET 4: €45.60

"That's how many million people live in Ukraine."

Eventually, over 4500 euros were collected with this initiative. The proceeds will be donated to the Night Ambassadors of Lviv, which is an organization that organized raves in Lviv before, but is now doing everything they can to acquire the essentials for places where it is most desperately needed. They are for example taking care of civilian casualties at the front. Secondly, the Kyiv Volunteers will also be helped with this money. This organization of former bars and restaurants cooks meals for the citizens of Kyiv and military personnel defending the country.

Currently, the time gap between the start of the war and the setup time of traditional aid organizations is filled. Wherever they can, Maarten and his friends will still help the people of Ukraine. If you want to see some examples of donations that have been made and if you want to help out by donating or sharing their cause, please visit: <https://bit.ly/3srA1rM>

Maarten Van Der Laars



Scan. Pay. Go.

## Spotlight

Are you or do you know someone who did something remarkable? Does he/she deserves to be in the spotlight? Please mail to [pm@industria.tue.nl](mailto:pm@industria.tue.nl)

“How are you?” “Shit.” As we sat down with Lara Hofstra to discuss mental health and well-being at the university, she told us about her own struggles. About struggles that can be familiar for many of us, and how she is currently dealing with that. Going to university can be hard, not only for students, but also for staff. Alongside Lara, we interviewed four students and two members of staff to discuss the topics of mental health and well-being.

TEXT Vita Broeken DESIGN Caitlin Riesewijk



## Well-being at the university

How many of you heard a phrase at the start of a course along the lines of: “Over the past years only X% has passed this course, so you will have to work very hard.” Sounds familiar right, something that can be heard in many courses, in various programs, and within all years. Such a simple message can easily put students down, but by adding some encouraging words it can also lift students up. For example, “but this year we’ll make sure this number will go up”, or “therefore, we put in some additional effort to create a schedule to help you manage your homework for this course.” This can empower students, and reduces the pressure to be part of the top X%. However, striving for excellence seems to be an important part of the messaging at TU/e. “Heroes like you”,

featuring excellent students who manage to do extraordinary projects alongside their studies. But what about the “normal” students, the students that need to work to pass their courses, that fail one every so often. Because let’s be real, the vast majority of the students need to work and sometimes fail a course.

On top of that, what about these excellent students, these “heroes”. How do they cope with the pressure that is put on them from every direction possible. Laura tells us that even the students that seem to be performing their best often struggle as well. Let’s be very clear, this is not on them. There are many causes at the root of this problem. A study among students from the department of Industrial

Engineering & Innovation Sciences (IE&IS) shows various causes. Causes that have been there for a long time, such as a home situation that requires additional attention, or a more general perfectionism with certain students. But some causes seem more recent, and have become more prominent over the past years.

For example, there are more concerns about money. Increasingly, students are worried about how to finance their education, and the student loans they might take out. This creates a large stressor among students, and also increases pressure to finish studying faster. The concerns about money also tie in with the fact that more students have side-jobs. Students increasingly work alongside their studies, to be able to



finance studying. These jobs immediately reduce the time students have available to focus on their studies, which can result in delays, that cost more money, and increases stress. As you can see, this can quickly spiral out of control.

On top of this, there is little oversight from the university on how individual students are doing. Most of the teachers have little training on how to positively stimulate students, and they have no time to truly get to know students well enough to learn how their wellbeing is. Not because they would not want to, but simply because they also are under pressure. This requires student to pro-actively ask for help, to find students to talk to, and to take the first step if they are hitting a wall.

Now, take a moment to think about the courage one must have built up to go and talk to someone, such as the student psychologist, and then you have to wait for another quartile. Because that is the reality right now, most of the places and people that are effectively helping students are understaffed and underfunded. This is where the university can take a big step, because for them to “deliver” great graduates, that perform well in school and are able to manage their stress, should be a priority. Without the proper support, we can’t be the heroes of tomorrow.

But, we agreed with Lara, a change is happening and should continue to happen. As a community at the university, with support and appropriate funding from the board the necessary changes are being made. Many initiatives within the university are set-up and are able to help students. For example, there is now a peer contact to whom you can reach out within each department for questions, and faculties organize session to support students with their well-being. One of the students we interviewed told us about a support group within the faculty of IE&IS to help students manage their bachelor or master thesis. Furthermore, the study associations are taking steps to provide students with the right tools and support, and the right community for them.

Lara is working with her team to connect the various initiatives, and to bring them visibility towards the students. By organizing special sessions and weeks



where students can refocus on their mental health and well-being. These various initiatives is where more people, and more funding should be and are being directed to. Furthermore, the board of the university can provide more support, by listening to the needs of students, and use their power to change the landscape of the TU/e and the Dutch Higher Education accordingly.

Then there are steps we can take ourselves, steps to make us and our community feel a bit better each day. We asked everyone we interviewed for ideas on how to improve our well-being, and amazing tips were given, see the list in the box, but the most

amazing things was something everyone mentioned, community. Everyone said they felt better when being with friends, when feeling part of a community, a group of people that care. Together, with all students and staff, we can create this community. It would be the goal or mission to create such a welcoming atmosphere at our campus, that everyone part our of community feels safe to unapologetically be their authentic selves. So, next time you see someone new, be open and try to be inclusive, and of course don't forget to ask them how they are doing.

## Tips

- Make some music
- Watch a movie (how cool would it be if we can create a TU/e watchlist??)
- Go outside for a walk
- Eat with friend
- Come to campus to be part of the community
- Try to create a sleeping schedule that suits you
- Find peace (maybe within your faith)
- Do sports you really enjoy
- And Lara her favorite, stay a little kid (;

A few years ago, the study association Industria started Eindhoven Career Platform. The platform was created to connect Industrial Engineering students to companies. The committee members of ECP give an update about this platform.

**TEXT** ECP **DESIGN** Caitlin Riesewijk



Before the release of Eindhoven Career Platform (ECP), both companies and students had difficulties finding each other. Therefore, ECP offers opportunities such as internships, Bachelor End Projects, student jobs, master thesis, and starting positions. The platform offers vacancies in multiple sectors, for example, consultancy, supply chain, data science & IT, and manufacturing. Partners of Study association Industria and other companies can put vacancies on the platform to find the required student for the career opportunity. Due to the difficulties to find for example a bachelor end project, this platform will be the solution. ECP can explain what such a project should contain certain specifications and hence, it will be easier to find suitable projects for students.

Currently, the ECP committee consists of Julian de Rozario, Bram van der Pluijm, and Iris Borst, the officer of external affairs from the Industria Board. The committee is aiming to get the platform to a higher level. This by focusing on, for example, the design and content of the website, and partnering up with new companies. Furthermore, to create more brand awareness, the committee is promoting on different channels such as social media. Eventually, the aim is to grow and become the platform for all students in Eindhoven to find their appropriate career opportunities. Besides, we are aiming for

a diversified range of job opportunities, to maximize the chance that students can find a job opportunity that is in line with their interests.

Finding your dream career in a world full of options and opportunities can be hard. Therefore, a few years ago, the ECP was brought to life. The platform should be the bridge between companies and Industrial Engineering students. Before the release of the ECP, both companies and students had difficulties in finding the connections and create the perfect match between students and opportunities. This makes the ECP a great solution for bringing the two together. ECP offers opportunities such as internships, Bachelor End Projects, student jobs, master theses, and starting positions. The platform offers a vast range of available industries. Examples are consultancy, supply chain, data science & IT, and manufacturing. All companies can put vacancies on the platform to find the required student for their career opportunity. This ensures that there is always something available for every type of student. Currently, the ECP hosts over 110 different vacancies and thus has proven to be the solution for the difficulty in finding the right opportunity.

A platform like ECP requires constant evaluation and innovation. Therefore, the

ECP committee takes the platform into their guard. The current committee consists of Julian de Rozario, Bram van der Pluijm, and Iris Borst, the officer of external affairs of the Industria Board. The committee constantly aims to take the platform to the next level. This is done by focusing on the marketing and development. For example, by improving the design and the content of the website, or by partnering with new companies. Additional to this, is to increase the brand awareness among companies and students in Eindhoven by promoting the platform on different social media platforms. By constant evaluation and increasing awareness, the ultimate goal of the platform is to become the platform for career opportunities for all students in Eindhoven. Besides, we are aiming to keep a diversified range of job opportunities, to maximize the chance for students to find a job opportunity to suits their interests best.

So, if you are looking for an interesting job, master thesis, bachelor end project or a student job? Then have a scroll at the ECP. Are you looking for an ambitious Industrial Engineering student? Then do not hesitate and get in contact!



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# Feeling we have accomplished something

In our studies we always feel the urge to improve, make things better. However, due to this large urge we sometimes might feel that things do not work as they are supposed to. I think you all can relate to making plans for your day and ending up doing absolutely nothing. Thus, I have planned to help everybody feel much more fulfilled than before. Most importantly, focus on your capabilities and opportunities in your work, your hobbies, and your personal life. Revise the week and see what you have accomplished in getting closer to goals you have set. Make large plans for a lot of joyful moments. If I read this previous part, I see that this sounds much easier compared to reality. Thus, by means of an example I hope that I will be able to set everybody to a much brighter standard with a great summer to come. For example, when have a long tough workday when the sun is shining brightly you might feel the

urge to find yourself a spot on a terrace. However, when keeping in mind all things left on your plate to accomplish during the week, the time might be lacking. Although this might be a pity, to get through the hot summer months I would like to advise short breaks in the sun to feel the bright side of the workday and feel refreshed when getting back to work. This will finally save you the work in the weekend to spend a nice day off enjoying the sun after a busy week. Enjoying the pressure under to pleasure of a moment outside will be the perfect cocktail to accomplished as much as possible the upcoming months up until the summer holiday. Let's have a bright one each Thursday afternoon at 17:00.

**Daan van Strien**  
*Chairman Industria*



FOTO De Leeuw Media

# The Bright Side



FOTO De Leeuw Media

"Always look on the bright side of life, fweet, fweet, fweet (...)" was the lyric from Monty Python's song that immediately came to my mind when I first heard about this edition's theme. Even though this song was released several years before I was born, many of my friends I know this chorus by heart. Hence, I wondered: Why do we know this song still so well? In my opinion this might be because of the positivity the song expresses. Everyone recognizes the feeling that some things might not go as expected, but luckily there is that one little positive moment that compensates a bit for the worries.

Furthermore, I think that having a positive look when something goes wrong is also a key essential characteristic as Industrial Engineer. Because generating ideas to improve certain processes within companies or institutions requires a certain positive

and innovative mindset. Some solutions might be far-fetched but might be realized with enough enthusiasm. Nevertheless, 'looking on the bright side' is also very applicable for projects. Project planning is infamous for the insecurities around it. How often have you heard the catchphrase: 'a planning is there to be adjusted'? A good planning can account for changes and delays, but the project leader has to keep the eventual result in mind and has to be critical of his own bright side mentality.

So, to conclude with the wise message of Monty Python: if anything kicks you down, do not forget to laugh, smile, dance, sing and always look on the bright side of life!

**Lynette Haksel**  
*Educational Officer*



# Focus on Brightness

TEXT Marijn Konings DESIGN Caitlin Riesewijk

Talking about the bright side is always nice, as you get in a happy mood just by thinking about it. For many of us, this was difficult in times of Covid, where we could not meet all the people we so desperately wanted to see, and sometimes even had to isolate ourselves completely from other people. We of course do not want to go back to these times (let's hope the monkeypox does not bring the same on us), but as I am a positive person, there are always positives to take from any situation.

As a student, we all prefer to see people in real life. However, one of the advantages of Covid was of course the online and pre-recorded lectures. It was difficult to ask questions, but watching them from any location, your bed for example, was a luxurious element. On days that you were not in the mood to get out of bed at all, it was still possible to do all the tasks you had for that day! Aside from this, Covid gave us a free pass on events where you did not feel like coming. 'I have been in contact with Covid' was a phrase I personally used once or twice to be able to stay at home, did you ever?

Covid has also taught us a great lesson; you can do anything, from anywhere. While remote working was already becoming a bigger thing in 2019, it truly gained momentum while the entire world was shut. Travelling was not possible, offices were closed and Microsoft Teams probably gained millions by offering the best version of online meetings, but it has taught us that anything is possible from any location and broadened the horizon for millions of people, and millions of companies all over the world. This might have been the best procedure to teach us about the new way of working, although we probably all deny it.



While we can pose arguments why Covid had bright features, there is one point that was the brightest of all; the pandemic being over. Although various countries in the world are still in lockdown or have to deal with the pandemic, it can be said that, in the Netherlands, we got back to life without the pandemic, and let's hope this stays the same. The happiness of being able to do everything we did before the pandemic, in an even more euphoric setting than before, must be the brightest element of all.

Covid has had a negative effect on anyone, on some more than others, but looking at the bright side has helped many people through these tough times. Looking ahead into the future, with the lessons we have learned from Covid, one should remember to, as quoted many times before, 'always look on the bright side of life'!

# Alumnia Board Update

It was in the latest scope that we introduced Daphne and Harm to you as new board members of Alumnia. Since then we enjoyed two physical activities together. On March 23rd we gathered at TBKx with 80 (!) students and alumni in Het Ketelhuis located in the beautiful and green environment De Grote Beek in Eindhoven. This location wasn't chosen by coincidence as the topic of that insightful night was "Circular Economy". With lots of energy and enthusiasm the TBKx-committee found 5 inspiring speakers varying from professors in agriculture to directors of big corporates. All of them dealing with the same question "How can we contribute to a circular economy?" We valued the collaboration with the TBKx-committee of Industria a lot, so thanks again for organizing this wonderful event and let's connect on the next editions to come.

For the second edition of the Master Activity on March 18th we cooperated with the Industria board to organize an informal drink and walking dinner to create awareness for Industria members about what Alumnia can offer after graduation. During this event, many students explicitly indicated that they really appreciate having the opportunity to talk to alumni about their career paths and the content of various Alumnia events. If you are alumnus and you're up for an informal drink in The Villa, while having a chat with

master students about what Alumnia has to offer, feel free to join the 3rd edition of the Master activity. The date will be announced shortly via social media.

## Alumnia | Lustrumdrink

Another activity that we are very much looking forward to is the Outdoor Activity. Last year we enjoyed a wonderful day at Westbeach with a great attendance. Due to last year's success this outdoor, this year's edition will also be organized in the late summer period. Exact date will be communicated shortly, so keep a close eye on the Alumnia Circle or the social media channels.

Releasing the COVID-measures also resulted in the opportunity to expand our scope again. Therefore, we connected with Bekader, the alumni association of Industrial Engineering in Twente. The goal of this collaboration is to share best practices, learn from each other and explore opportunities to enrich the current activity portfolio to suit your needs even better!

Kind regards on behalf on the Alumnia board,

**Tom Koks**

*Chairman Alumnia*



Upcoming activity:  
August 6th - Outdoor Activity

For more information contact:  
[alumnia@tue.nl](mailto:alumnia@tue.nl)





# Alumni Speaking

In 'Alumni speaking', each SCOPE two members of alumnia association Alumnia are interviewed. They talk about their careers, current activities and the relationship with their studies.

TEXT Nick van Lanschot & Bram Sprenkels DESIGN Caitlin Riesewijk

## Nick van Lanschot

### What has your career been like so far?

A lot of variation: conscripted ROAG officer, consultancy (VODW), starting my own ICT company (1996), joining the internet hype with a startup, sold company, investor and then again building a serious company in the medical world (obesity and cosmetic).

### What makes you happy in your work?

Variety, self-developing teams and successes. It's fun to set and achieve goals together with people. Especially if the road to that goes differently than planned and still achieves results.

### What was the most important moment in your career and why?

A Harvey Spector moment (there are always hundred forty six other options) After two good bosses, I chose a challenging job with an impossible boss afterwards. I walked around very frustrated for a while until an uncle told me, 'if you think it's that bad, you'll leave anyway'. I did that, and that was the first step toward entrepreneurship. Since then, I have often ended up in impossible situations, but my mindset was structurally different at the time: 'I don't see the interesting alternatives yet, but they come and get there.'

### Looking back on your career, would you make the same choices with today's science?

I would make a lot of decisions differently. Pretty long list. But all those bad choices have shaped me into who I am.

### How do you distinguish yourself as a business manager from managers with a different background? In which aspect is the greatest added value as a business administrator?

The range of knowledge and skills: the combination between a technical background and getting things moving: I am clearly not a specialist, have learned to be open to dissenters, analyse quite nicely and am always very motivated to properly understand the technology behind solutions. These are partly character traits but also things that I have further developed in the study of Industrial Engineering and Management. In Eindhoven, I saw many things that I liked, but also a lot of things that I would never do again.

### Old question:

Looking back on your career, would you make the same choices with today's knowledge? As indicated, I do not like looking back.

### New question:

What activities did you do besides your studies? And how has that affected your career?

### Why:

Being proactive and having good personal networks were important in all my jobs. I, therefore, look back with great pleasure at my active memberships in student association (Corps) and sports clubs. I made and maintained very good friendships there and learned to organise beautiful activities with friendly people. I still like it, and I still do a lot.



## Nick van Lanschot

Age: 56

Graduation year: 1990

Role: Entrepreneur

Companies: NDI ICT, I.E.T., Allurion, Ulthera and CoolSculpting Kliniek



**Loek Botman**  
**SCOPE 3, 2022**

Senior Data Scientist  
Operations Research at  
bol.com



**Bernadette Deitmers**  
**SCOPE 1, 2022**

Founder Savy Training

## Bram Sprenkels

### What has your career been like so far?

After my graduation internship in 2014 at Deloitte and briefly working as a freelancer, I started at Deloitte Consulting in the Supply Chain Strategy team in 2015. This is where I still am! In 7 years I have been focusing on helping clients define what their future supply network should look like. And I have deliberately been focusing only on consumer business companies, this is one of the reasons I chose to start working at this specific team at Deloitte. I have been fortunate to work on very interesting supply chain topics, together with (in my opinion) great companies like FedEx, NIKE, Bol.com, IKEA and Coca Cola. In these years, I have learned a ton, both professionally and personally: from how to be effective as a professional, and how to setup supply chains, to what I find important in a job and in my personal life.

### Why did you choose the industry you work in now?

I guess most graduates that start in consulting do this to start their career broadly and see and learn a lot about different businesses and industries before moving on to somewhere else. Likewise, that was kind of my



plan. I had expected to just do that and stay with Deloitte for 3-5 years to then move on to what consultants call “the industry”. I was very wrong. I have experienced that I have loved working as a consultant as it enables me to see a lot of different companies, focus on the key business problems companies can’t solve without help, and work only with highly motivated and intelligent people. After 7 years, I am still very happy in my job, and although it could well be that switch jobs in the next years anyway, I feel that I can’t move to a job that doesn’t offer these key aspects.

As said, I did explicitly choose to start working as a consultant that only focuses on supply chain topics, and mostly in consumer business industry. During my orientation to find a job I learned that this is what brings me most energy, and that more generic (strategy) consulting would therefore not work for me.

### How do your expectations about your career during your student days differ from today?

I remember that, at the end of my studies I was really fed up with it, and I was really looking forward to a life where study is not the main thing keeping you busy. Specifically after exchange and during my graduation internship, it didn’t really feel like I was doing something that really mattered and all motivation to get the graduation job done had to be really intrinsic. I guess my expectations about working life have not been met at all: during student life, although I was fed up with it, I had expected that after a couple of years I would be longing back to all the fun and flexibility we had as students.

Obviously, working life enjoy a bit less freedom as opposed to being a student. But I must say I have loved the new rhythm from the get go: work hard during weekdays, and do a lot of fun stuff on Fridays and during weekends. Besides, I have made friends for life amongst my colleagues as you do during your studies. I guess so far, summing it up, I have experienced working life more as an extension of student life, albeit focusing on work that matters more to me, and enjoying more financial freedom.

### A technical business expert often knows how to see the bigger picture. Suppose you can exchange a week with the Minister of Climate, how would you tackle the current crises in the field of CO<sub>2</sub> and nitrogen?

For starters, I think these problems are global problems, which only can be solved globally. So my key advice is to focus on international collaboration and global solutions.





To further focus on global warming: I believe that global warming should be solved politically and technologically. Although this opinion is not popular amongst my friends, I am fairly optimistic about – on the long term – solving our climate problems. It is unprecedented what humans globally have achieved so far to slow down global warming, and at what pace this has taken place. In only several centuries, there are global regulations and we have set targets and agreements, this has not been done before on any other global theme. Technological solutions that will be able to solve global warming are already there and are growing and improving fast.

Although we do not move fast enough, although there is a long way to go, and although there is no reason to celebrate, I believe that what we have globally accomplished so far is impressive and I believe there is reason for more optimism than what is currently the status quo on the topic.

#### What advice would you like to give current students?

As most of the questions above are about starting a career and looking back on this, my advice will be about the process of starting your career and finding the right job. I believe that – especially after graduation in Industrial Engineering at TU/e – your options are limitless, and this can in my experience be quite daunting. However, I also firmly believe that careers are mostly an accumulation of



accidental happenings. I think pretty much all professional that retire will tell you that they could never have predicted the career that they just ended, and that it was very different than what they had expected.

This doesn't mean there is no reason in thinking through your choices as a nearly-graduate, and orientate on different directions and options. Looking around to get a feel of your options is in fact important I believe, as this will bring you from a longlist of options to a shortlist. In this process, base your choice on things like company culture, the people at a company, the industry you like to

work in and the type of challenge you are looking for. Don't focus on money, my belief is it doesn't make a difference at this stage of our careers. Knowing that your eventual career will likely be a sum of coincidences, my main advice is: when you have a couple of shortlisted options to choose from, just follow your gut.

**New question:** What is the key thing you have learned during your studies that you use a lot and appreciate?

**Why:** I think the old question is quite suggestive, and it does not fit well with the other questions in my opinion



### Bram Sprenkels

Age: 32  
Graduation year: 2014  
Role: Manager Supply Chain Strategy  
Company: Deloitte Consulting



**Emmy van Schijndel**  
**SCOPE 3, 2022**  
Project Manager bij  
DSM Food & Beverage



**Bas van Vries**  
**SCOPE 1, 2022**  
Operations Manager at  
Picnic

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