



Dear applicant,

Thank you for your interest in joining the SSU Foundation 2021 programme. The SSU programme is composed of two parts. Part one consists of doing case studies in the Netherlands for innovative companies and part two consists of a study tour to Dublin. The study tour takes place from Friday April 16th until Sunday April 25th 2021.

Before applying you should be aware that participation comes with several obligations:

- ±50 hours of case study in the Netherlands.
- Availability during the entire process which starts in December 2020 and ends in June 2021.
- Participation fee of approximately 275 EUR
- Active participation in three preliminary lectures in which more information about the case studies and destination is provided, These will take place on the 9th of December, the 17th of February and the 17th of March, after 19:00.
- Presenting the results of your case at the Partners & Pitches event. This event will take place in June 2021, where the cases from the first part of the SSU programme will be presented by all participants.
- Updating the External Relations of the SSU Board every two weeks about the progress of your appointed case.

If you are not able to meet one or several of these obligations for any sufficient reason, please contact us before applying as soon as possible.

In order to be eligible you have to be in the Netherlands during the whole SSU programme and meet **one** of the following requirements:

- You are a Natuurwetenschap en Innovatiemanagement student with a minimum of 60 ECTS.
- OR you are a master of Innovation Sciences student.
- OR you are a master of Sustainable Business and Innovation student.
- OR you are a graduate student with a Bachelor's degree in Natuurwetenschap en Innovatiemanagement.
- OR you are in a gap year between your finished bachelor Natuurwetenschap en Innovatiemanagement and a master.

If you are a graduate student and planning on graduating anywhere between December and the study tour in April, please contact us in advance to see whether you are eligible to participate in the SSU programme.



In order to select the applicants in a fair and objective way, the SSU Foundation requires all applicants to complete the application form and attach all the required documents. These documents must be sent by email to **board@ssufoundation.nl** with the subject line: "Application SSU 2021 [LAST NAME]", before **November 15th 2020, 23:59h**. Incomplete applications will not be taken into account. All information will be treated confidentially and all applications will be anonymised. For further questions, you can contact Marieke van Lange (*Secretary SSU foundation*) by sending an email to **board@ssufoundation.nl**

The required documents that need to be attached are:

- Completed application form, saved as: 'Application Form [LAST NAME].doc'
- Copy of your (valid) passport or identification card, saved as 'Passport/ID [LAST NAME]'
- Overview of your course results from (both) your Bachelor(s)'s and (if applicable) Master's programme (downloaded from Osiris), saved as 'Course results [LAST NAME]'
- Signed Privacy agreement, saved as 'Privacy agreement [LAST NAME]'
- Your curriculum vitae in English, saved as 'Curriculum vitae [LAST NAME]'. It should at least include the following items:
 - Personal information;
 - Education;
 - Extracurricular activities, such as boards, committees, internships, or sports-related activities; including descriptions/examples and duration;
 - Work experience: type of job, responsibilities, duration, company;
 - Other relevant activities.

Please mention the amount of hours spent per week for every extracurricular activity, work experience and other relevant activities.

All applicants will be contacted via email. If you are selected to participate, this email will also contain information about the first obligatory preliminary lecture, which takes place in December. The exact location, date and time of the preliminary lecture will be announced in this email. Furthermore the SSU Foundation will announce the selected participants of the SSU programme 2021 on the Facebook and LinkedIn page¹ before the 27th of November 2019. Good luck with your application!

Kind regards,

Yara Meijer, Marieke van Lange, Quinten Visser, Jesse de Rooij, Daphne Lemain and Michał Bączyk

SSU Foundation Board 2021

¹ Facebook.com/SSUFoundation

<https://www.linkedin.com/company/ssu-foundation/>



Part I - Personal information

- General Information

Last Name (as stated in passport):

First Names (as stated in passport):

Given Name:

Initials:

Gender according to ID/Passport:

Date of birth:

Email:

Phone Number:

- Academia

Bachelor's Programme:

University:

Start (mm/yyyy):

(Expected) Finish (mm/yyyy):

Master's Programme:

University:

Start (mm/yyyy):

Interests

We are interested in your personal interests and expertise in order to match the programme in part one as well as part two as much to your wishes as possible. What are your interests?

Underline them (Multiple answers possible)

(Note: This question is not used for applicant selecting purposes)

Life Sciences

Energy

Transportation

Sustainability

Data science

Other(s), namely:



Part II - A - Cases in the Netherlands

When participating in the SSU programme, the first part consists of the case studies with Dutch companies. We would like you to perform a small case study.

- **Case**

- A. Imagine the following situation. You are selected to take part in a case study with IKEA. IKEA is a company that primarily makes furniture and home decor. It sells materials, furniture, food and beverages, and several services. The firm is currently focussing on getting more sustainable and wants to increase its circular economy. A circular economy is an economic system that eliminates waste by re-using, remaking and recycling residues.

Choose one of IKEA's products/services and explain to the company how you are planning on increasing the sustainability/circularity of that product. Please be aware of the fact that the partner most likely does not possess sufficient knowledge of innovation and its related processes. Furthermore, present a plan of action and not just the answer to the problem.

(In total max. 400 words)



Part II - B - Destination

The second part of the SSU programme consists of visits to companies and knowledge institutes and cultural activities in Dublin. We would also like you to answer some questions about this part.

- Company visits

A. Name one company (related to innovation, sustainability, life science, energy, and/or transport) you would like to visit in Dublin and explain why. Add two relevant questions you would ask this company. (In total max. 250 words)

B. Link the company from question A to an applicable innovation theory, for example Porter's five forces or Barney's (1991) VRIN resources theory. (In total max. 250 words)

- Cultural activities (optional)

Name some cultural activities you would like to do with the group in Dublin.



Part III – Motivation

If you have never participated in the SSU programme before, answer the questions in Part III

A. If you have participated in the SSU programme before, skip ahead to Part III B.

Part III A (First-time participant of the SSU programme)

- A. Explain why you would like to participate in the SSU programme.** (In total max. 200 words)
- B. Explain your added value for the SSU 2021 program, based on your personal characteristics, competences, resume and experience.** (In total max. 300 words)
- C. If you have anything else to add, it can be written down here.** (Optional)

Part III B (Non-first-time participant of the SSU Programme)

- A. Explain why the SSU programme of 2021 adds to the experience you already gained in (an) earlier SSU programme(s).** (In total max. 200 words)
- B. Explain your added value for the SSU 2021 programme, based on your personal characteristics, competences, resume and experience.** (In total max. 300 words)
- C. If you have anything else to add, it can be written down here.** (Optional)