

# IDE Master Graduation

## Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

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Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser

### STUDENT DATA & MASTER PROGRAMME

Save this form according to the format "IDE Master Graduation Project Brief\_familyname\_firstname\_studentnumber\_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !

family name Zhan  
 initials Y. given name Yunson  
 student number 4789040  
 street & no. De Boelelaan 1117  
 zipcode & city 2515 EL Delft  
 country Netherlands  
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Your master programme (only select the options that apply to you):

IDE master(s):  IPD  Dfl  SPD

2<sup>nd</sup> non-IDE master: \_\_\_\_\_

individual programme: - - (give date of approval)

honours programme:  Honours Programme Master

specialisation / annotation:  Medesign

Tech. in Sustainable Design

Entrepreneurship

IMPORTANT! This form is for the research chair for the supervisory team members. Please check the instructions on the right!

\*\* chair Kuipers, H. dept. / section: HCD/AED  
 \*\* mentor Mugge, R. dept. / section: PIM/MCR  
 2<sup>nd</sup> mentor Griffioen, H.  
 organisation RAI Amsterdam  
 city Amsterdam country Netherlands

comments (optional)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- ! Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v.
- ! Second mentor only applies in case the assignment is hosted by an external organisation.
- ! Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

## Procedural Checks - IDE Master Graduation

### APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

chair Kuipers, H. date 26 - 03 - 2020

signature 

### CHECK STUDY PROGRESS

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: 30 EC

Of which, taking the conditional requirements into account, can be part of the exam programme 30 EC

List of electives obtained before the third semester without approval of the BoE

YES all 1<sup>st</sup> year master courses passed

NO missing 1<sup>st</sup> year master courses are

name J. J. de Bruin date 31-03-2020

signature JdB

### FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked \*\*. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content:  APPROVED  NOT APPROVED

Procedure:  APPROVED  NOT APPROVED

comments

name Monique von Morgen date 14-04-2020

signature MvM

Reducing waste generated from events at RAI

project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 17 - 03 - 2020

18 - 08 - 2020

end date

**INTRODUCTION \*\***

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Current Context

In recent years, environmental issues have attracted more and more attention from various industries, bringing sustainability as a principle for companies to reflect on their corporate social responsibility.

As an international exhibition center, RAI pursues the goal to work with social responsibility in terms of both production and consumption. Currently, RAI works actively on waste management together with its waste processing partner Renewi. Relevant policies such as "pay for your waste" encourage stakeholders to take responsibility for recycling. Apart from that, special bins and containers are facilitated to assist the separation process.

Despite the efforts that RAI has taken in current waste management, the amount of waste being produced from events is still huge. The problems in the early event organizing&planning phase, such as insufficient communication and overconsumption, can be the main root causes of generating tons of unnecessary waste.

During the event organizing and preparation, relevant stakeholders are RAI, exhibitors(stand builders), suppliers, third-party organizers, and recycling companies. Among all the events, some are organized by RAI, such as Huishoudbeurs, while others are in charged by third parties. In the latter case, the third-party organization often takes the leading role in event designing and planning. In terms of waste management, third-party organizers, exhibitors, and suppliers all have a big impact on waste generating. However, current collaborations on waste management remain mostly between RAI and the recycling company.

Opportunities & Limitations

Regarding the current situation, opportunities can be seen to reduce or prevent waste generated from events in the first place. Possible directions include optimizing the designing of events, further collaborating with exhibitors and suppliers on waste reduction, and enabling third-parties organizers to make socially responsible choices.

However, due to the variety of events' set-ups, the solutions may need certain adjustments according to the specific occasions. Also, the mobility and diversity of stakeholders of events at RAI add more complexity and uncertainty to the research.

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introduction (continued): space for images

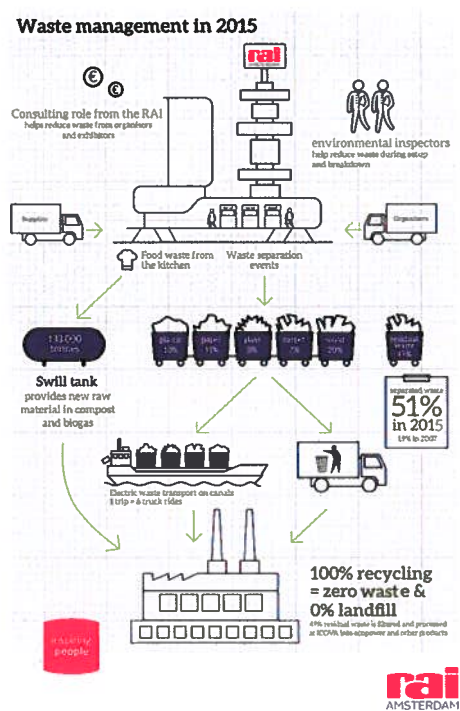


image / figure 1: Waste Management of RAI

**TO PLACE YOUR IMAGE IN THIS AREA:**

- SAVE THIS DOCUMENT TO YOUR COMPUTER AND OPEN IT IN ADOBE READER
- CLICK AREA TO PLACE IMAGE / FIGURE

**PLEASE NOTE:**

- IMAGE WILL SCALE TO FIT AUTOMATICALLY
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image / figure 2:

**PROBLEM DEFINITION \*\***

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

This graduation project will focus on reducing waste generated from events at RAI. Although measures have been taken on recycling, a large amount of waste is continuously being generated from events at RAI. One of the causes could be a lack of communication with stakeholders, such as with suppliers and exhibitors, about their needs for waste reduction. Another problem lays in the insufficient collaboration with third-party organizers on event planning, regarding how to maximally utilize the current resources of the exhibition hall with specific event set-up. In general, the current planning of events is a lack of thorough consideration on waste minimization as well as communication on proper management of resources, which leads to lots of unnecessary waste.

However, many of these waste could have been avoided with better organizing strategies and clearer communication among stakeholders. Thus, it is necessary to draw more attention to the organizing phase and tailor solutions that reduce waste being generated by optimizing the event designing.

To understand the process thoroughly, the general research scope will cover the overall organizing process of events at RAI. Additionally, literature research will be carried out in the areas of event planning, behavior change, waste reduction, etc.

Relevant issues that should be addressed include:

1. Sources of waste/waste stream at events.
2. Gaps and obstacles of waste reduction in current event organizing.
3. Attitudes, concerns, and motivations of different stakeholders on waste reduction.
4. Restrictions and limitations from different perspectives.

**ASSIGNMENT \*\***

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, ... . In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

Based on the problems, I will research the current status, including relevant data, trends, literature, procedures of events planning, the process of waste management, attitudes of stakeholders, etc. Possible methods that will be applied during the research phase to gain information, such as semi-structured interviews. For the concept iteration phase, methods such as Online surveys can be used to evaluate ideas.

The outcome of this project will be an overall solution that optimizing event designing to reduce waste.

**PLANNING AND APPROACH \*\***

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date 17 - 3 - 2020

18 - 8 - 2020

end date

	Semester 4																Summer Period							
Calendar week	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	
Project week	1	2	3	4		5	6	7	8	9		10	11	12	13	14	15	16	17	18		19	20	
Month/Date	Mar.			Apr.		Apr.		May				Jun.				Jul.					Aug.			
	17	23	30	6		20	27	4	11	18		1	8	15	22	29	6	13	20	27		10	17	
Kick-off meeting																								
(Adjustment)Project brief																								
Literature review																								
Interview prepare																								
Stakeholders interview																								
Data analysis&Problem summary																								
Mid-term evaluation																								
(Adjustment) Data analysis&Problem definition																								
Ideation & Conceptualization																								
Validation																								
Final iteration																								
Detailing final concept																								
Green light																								
Finalize																								
Graduation ceremony																								

The graduation project will cover 20 full-time weeks of 100 working days. The overall time-span starting from calendar week 12 to 34, with 3 weeks holiday in week 16, 22 and 32.

The entire project is initiated with the kick-off meeting on March 17th, and ends with the graduation ceremony, with 2 important evaluations(Mid-term evaluation, green light evaluation) in-between.

For the first period(from the kick-off meeting to midterm evaluation), the main part of the research should be finished with rich insights and problems should be defined roughly. At the beginning of the second period(from mid-term evaluation to green light), opportunities and directions of solutions will be defined based on the research insights. Multiple ideas will be further tested and selected. There will be several rounds of iterations on the final selected concept to finish it with thorough consideration. The last period between graduation ceremony and green light evaluation is mainly used to finalize all the work remain.

**MOTIVATION AND PERSONAL AMBITIONS**

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, .... Stick to no more than five ambitions.

I regard this graduation project as a good opportunity for me to gain a deep understanding of how design can help companies making a sustainable shift. From my perspective, sustainability is a trend that is valued by more and more industries and needs more people to join in and take responsibility. Meanwhile, I get in touch with RAI, since the exhibition center is keen to make a sustainable transformation regarding event organizing. Innovations and changes are happening in RAI with efforts in this field, however, it still needs more effort to conquer the big challenge.

In this case, this project is tackling a problem that is urgent and meaningful to solve, in terms of benefiting not only RAI but also a broader audience.

Regarding the competences, I gained relevant design skills and knowledge on user research and strategic design from my SPD study, relevant courses such as SPD research, Design strategic project, Design road mapping. Additionally, I also gained knowledge of service design from the elective course "Service design" as well as my internship at KLM.

For the learning ambitions, I would love to take this opportunity to learn and experience the A-Z process of design for sustainability. Additionally, I want to further learn product-service design methods and apply the skills to this practical case.

**FINAL COMMENTS**

In case your project brief needs final comments, please add any information you think is relevant.

