

INCREASING APPLICATIONS FOR CIVIL ENGINEERING



MEDIALAB: MEDIA EDUCATION

2025

Laura Klis en Egbert-Jan Pasman



Introduction

The Civil Engineering programme at Saxion University of Applied Sciences is facing a decline in new enrolments, despite the growing need for civil engineers for essential infrastructure projects and sustainable solutions. This poses a risk not only to the labour market but also to the survival of the course. Although a national trend of declining enrolment in engineering courses after the corona pandemic is visible, Saxion saw a slight increase this year thanks to more flexible admission requirements.

Our goal

From bridges and roads to waterworks: Civil Engineering makes it possible. The Civil Engineering programme at Saxion University of Applied Sciences prepares you for this challenging and meaningful career.

Our goal is to fill at least two new classes every year. Therefore, as a project group within the Smart Solution Semester, we researched ways to make the programme more visible and inspire more students.

We developed media solutions such as social media statements, inspirational videos, flyers and presentations for open days and information sessions. These show what the programme has to offer and how you can make a difference in the world of infrastructure and sustainability.

HELP BUILD TOMORROW!

Projectteam

Kelly van Akkeren

Commerciële Economie

Senna Krijgsman

Commerciële Economie

Bart van der Fels

Bedrijfskunde

Julian Ballast

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Annelies van de Berg

Archeologie

Mus Hartman

Archeologie

Bart Seijbel

Creative Business

Nora de Graaf

Creative Business



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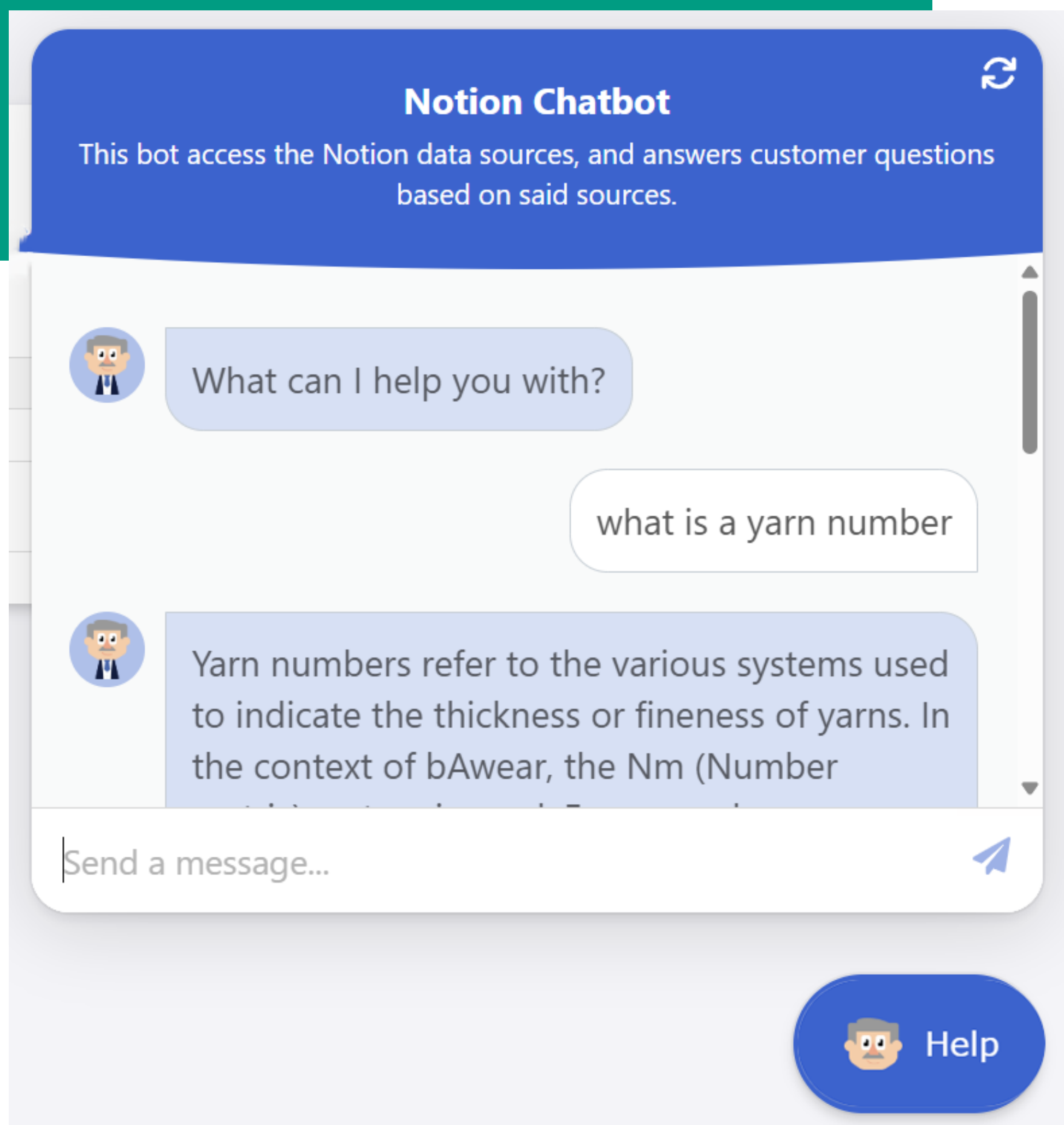


S T R E T C H
YOUR MIND

Smart Solutions
Semester

CHATBOT DRIVEN BY AI

DIGITAL WORLD



bAwear

bAwear is a tool designed to measure the environmental impact of a textile product. However, users often face difficulties filling out the tool due to complex textile terminology. To bridge this knowledge gap, we developed an AI-driven chatbot.

Database

The chatbot is powered by a Notion Wiki database, which provides all the information users need to complete the bAwear tool. The information is presented in an easy-to-understand language, ensuring that even non-textile experts can effectively use the tool with the chatbot's guidance.

Avatar

The chatbot is designed to be user-friendly, featuring a standout popup in a unique color and a cartoon-like avatar to guide users. The avatar is gamified to make the experience more engaging while maintaining a professional appearance.

Chatbot

The end product is a third-party solution. The chatbot retrieves information from the Notion database, which is scalable for the client. It is driven by AI and can combine information from various topics seamlessly. Additionally, the service is cost-efficient for the client.



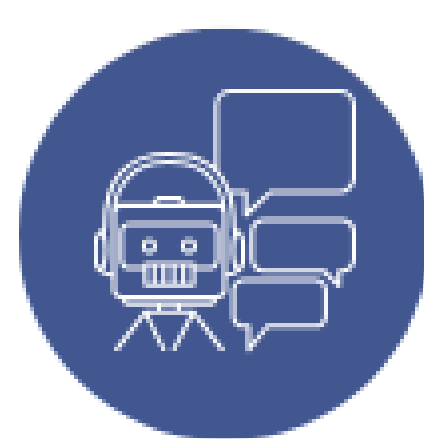
Knowledge database



Notion Wiki



Avatar and humanization of chatbot



Prototype and 3rd party platform

Projectteam

Ahmet Unalmis

Computer Science

Kalle Huzen

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Creative Business

Anastasia Sabrina

Maychin Gumbs

Hotel Management

Gladys Lim Fang

Renske van den Hurk

Fashion and Textile Technologies

BUSINESSES WILL BETTER UNDERSTAND THEIR ENVIRONMENTAL IMPACT AND MAKE BETTER INFORMED DECISIONS

Want to know more in 1 minute? Scan me!



PERSONALISED CARE FOR PSORIATIC ARTHRITIS



POSITIVE HEALTH

Clients:

Sandra Koster (Professor of Applied Sciences Positive Health, Lifestyle and Leadership)

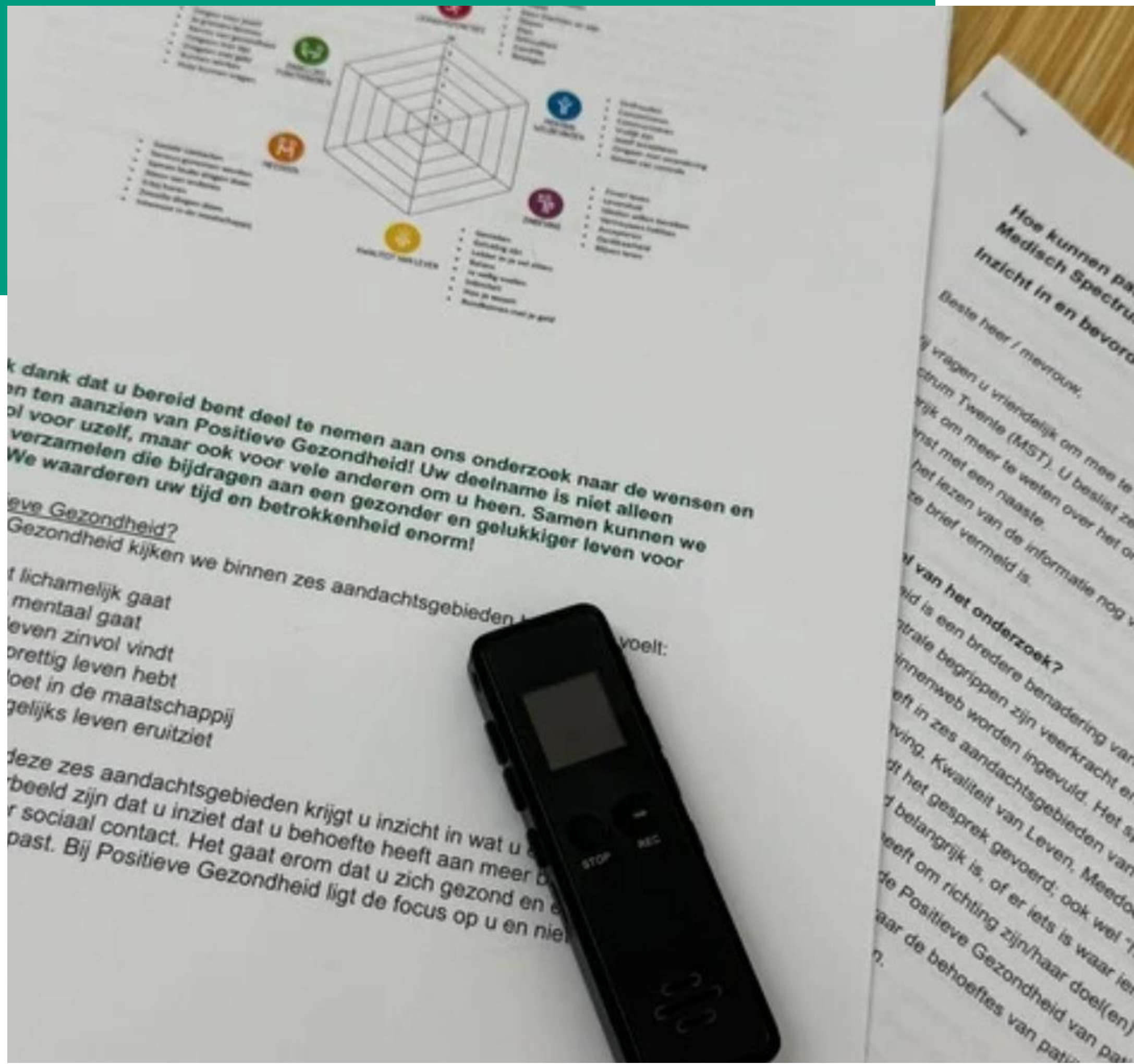
Martine Veehof (Epidemiologist)

Wiepke Drossaers (Rheumatologist)

Tutor:

Anne Snoeijink (Physiotherapy teacher Saxion)

2025



Positive Health

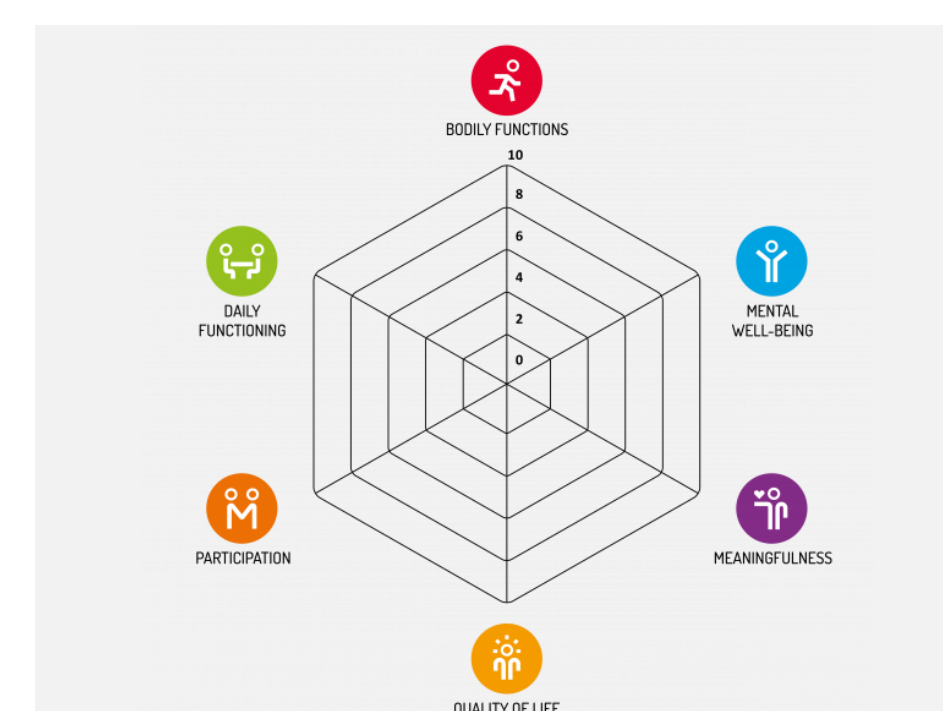
Positive Health consists of six dimensions: bodily functions, mental well-being, meaningfulness, quality of life, participation and daily functioning. Based on these dimensions, research was conducted into the wants and needs of people with Psoriatic Arthritis, with the aim of providing more personalized care within the Rheumatology department at Medisch Spectrum Twente.

The questionnaire

A questionnaire was developed based on the Positive Health spider web model. This questionnaire was administered both online and in person. In total, 105 respondents completed the questionnaire digitally, and 17 interviews were conducted.

Q-Set

Using the Q-methodology, a card set was developed to help understand how people think about this subject. The Q-set consists of 36 cards that the patient can rank on a placemat (from least important (1) to most important (9)). This set was tested by a Psychology student from the University of Twente and will subsequently be handed over to a follow-up researcher (a Health Care & Social Work student) who will further refine and implement the set.



Projectgroep

Mayke Elschot

Nigel Laldhari

Creative Business

Bo Mette van Oldeniel

Isabelle van den Bos

Hotel Management

Dirk Hilbelink

Health & Technology

Jessie Prins

Merle Huinink

Willemijn Geerlink

Nursing

'THE FOCUS IS ON THE PEOPLE THEMSELVES, ON THEIR RESILIENCE AND THAT WHAT MAKES THEIR LIVES MEANINGFUL.'

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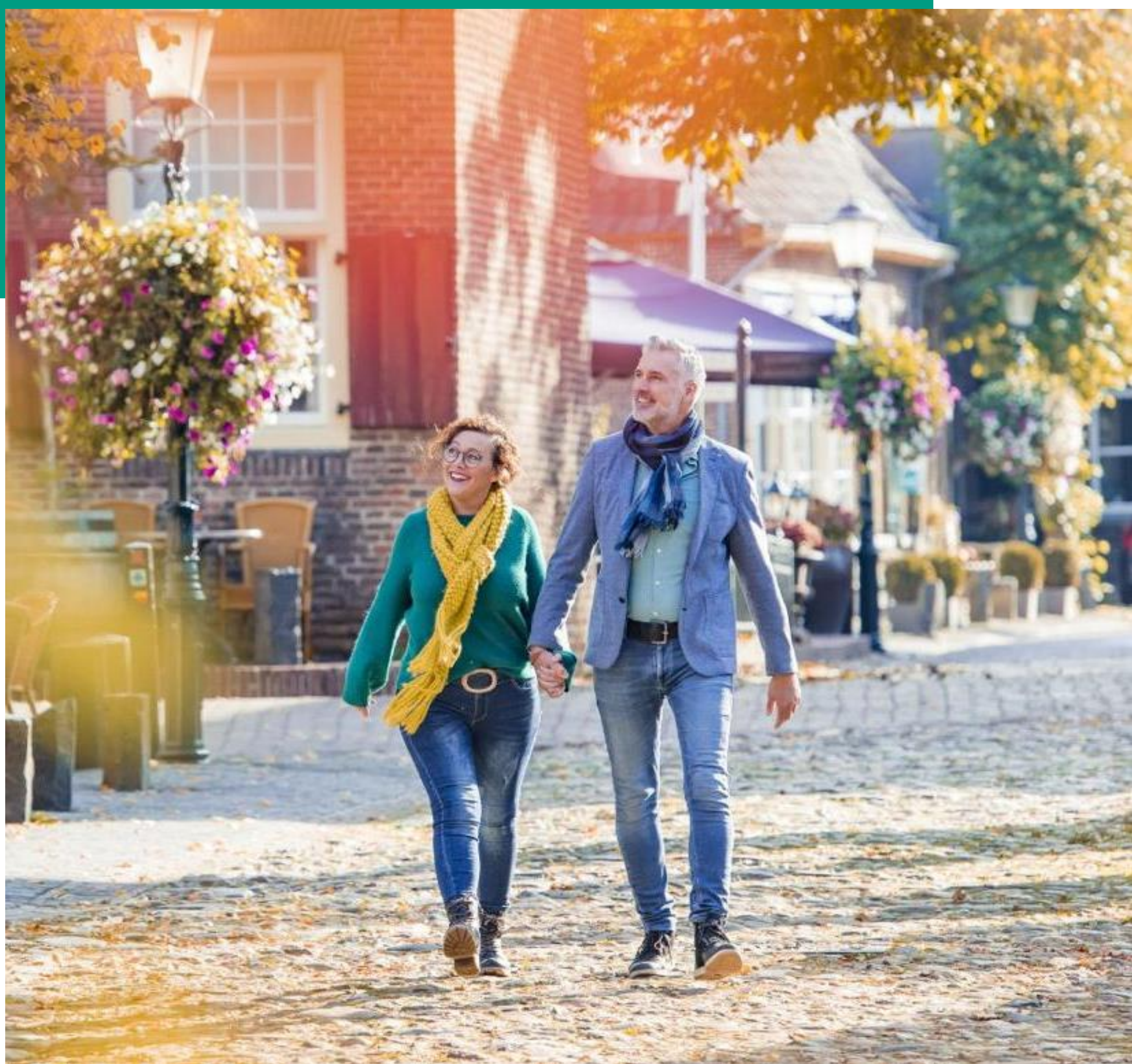
STRETCH
YOUR MIND

Smart Solutions
Semester

LOWER THE THRESHOLD

ACCESSIBLE TOURISM IN AND TO THE ACHTERHOEK REGION

Marcella de Vos, Achterhoek Toerisme

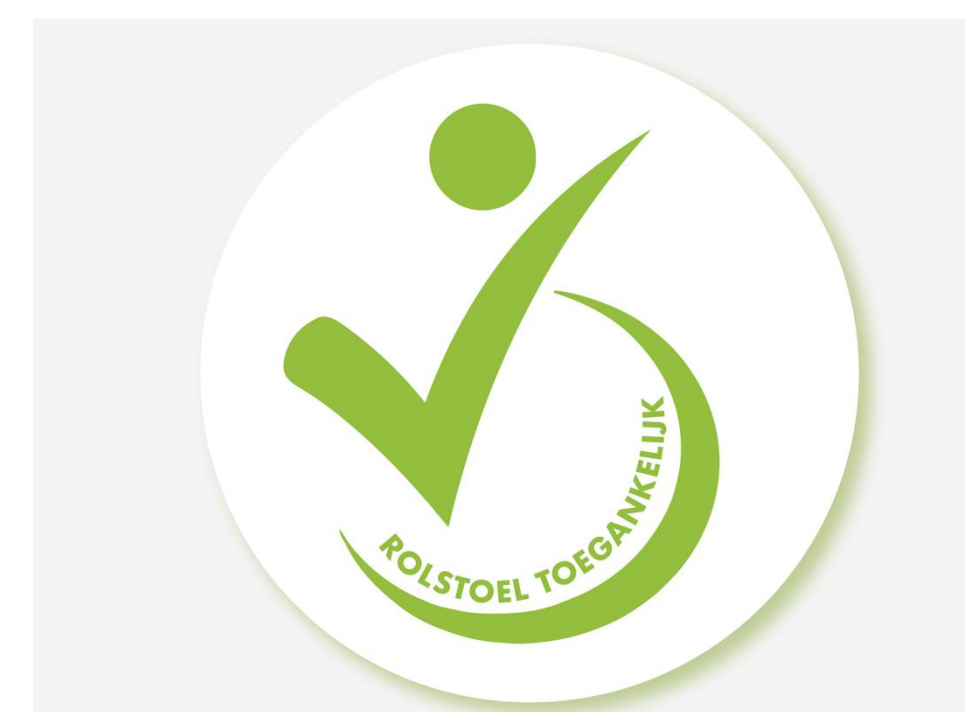
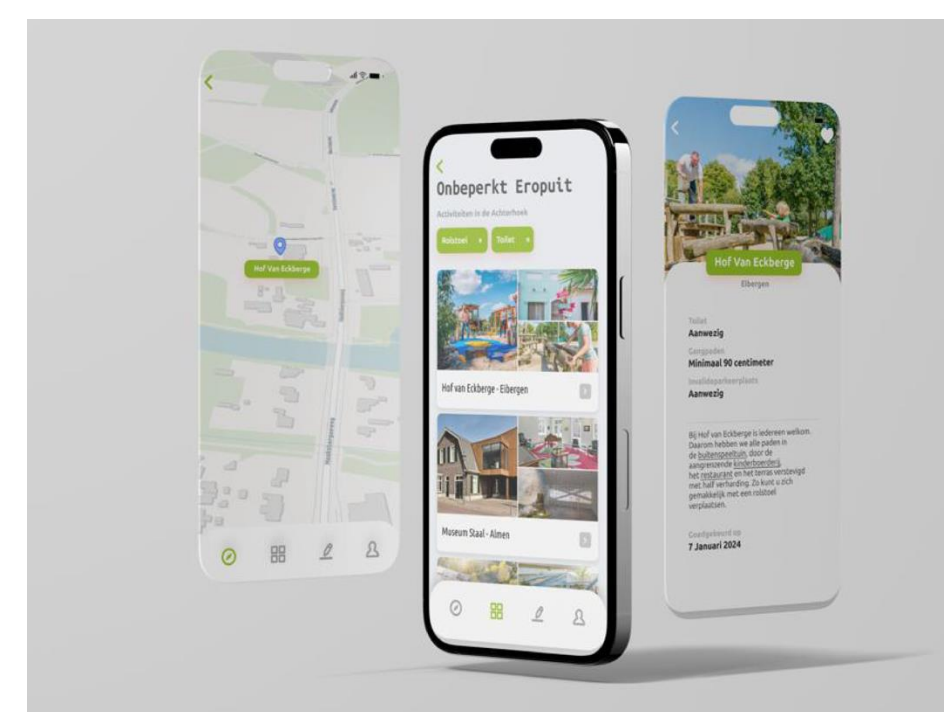


Working Together towards an Accessible Achterhoek!

Did you know that the Achterhoek is trying to become the most accessible region in the Netherlands? Inclusivity and hospitality are their main focus points! The region offers beautiful locations and attractions, but our research shows that not every place is accessible to people with mobility issues. To solve this problem, we are introducing the "Lower the Threshold" quality mark. This quality mark helps visitors quickly identify which locations are accessible, provides entrepreneurs with knowledge about the accessibility of their facilities, and offers them a direct way to communicate this to their visitors. Together, we are making the Achterhoek accessible for everyone!

Inclusivity as the New Standard

With the "Lower the Threshold" quality mark, we are raising awareness and engagement around accessibility. Entrepreneurs can have their locations checked for wheelchair accessibility. And if successful, they can display the quality mark as a symbol of inclusivity. This initiative encourages improvements among entrepreneurs and puts accessibility as a priority on the agenda. The result? A region where everyone can enjoy the nature, culture, and hospitality that make the Achterhoek unique. With this quality mark and our collective efforts, we are laying the foundation for a future where accessibility is the standard! Always, everywhere.



Projectteam

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Danell Meier

Hotel Management

Lieke Kraaijenzank
Sylaika Preka

Commerciële Economie

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Jip Oostendorp
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Creative Business

**"MOST ACCESSIBLE
REGION OF
THE NETHERLANDS"**

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minute? Scan me!
(Dutch spoken)



MAKE THE HEALTH- AND WELFARE SECTOR FUTURE-PROOF WITH EUVECA

EDUCATIONPROGRAM

Marloes Bults
EUVECA

2025



Figure 1: Learning activities on the EUVECA-platform.

Introduction

EUVECA is developing an innovative platform with a wide range of learning activities from seven European countries, aimed at students, teachers, and professionals in the health and welfare sector. This sector faces major challenges, such as an aging population and a shortage of staff. To make the sector future-proof, innovative ways of learning and development are indispensable. Our project focused on testing and evaluating the learning activities within the EUVECA platform, a modern digital learning environment (see Figure 1). This platform supports students and professionals in developing essential skills in areas such as communication, technology, and innovation.

The goal of our research was to determine how learning activities can be designed to be effective, accessible, and attractive. In this way, we aim to contribute to the development of skills that are directly applicable in the future health and welfare sector.

The main question was as follows:

How can the learning activities on the EUVECA platform be designed to be widely accepted and effectively used by both students and professionals in the health and

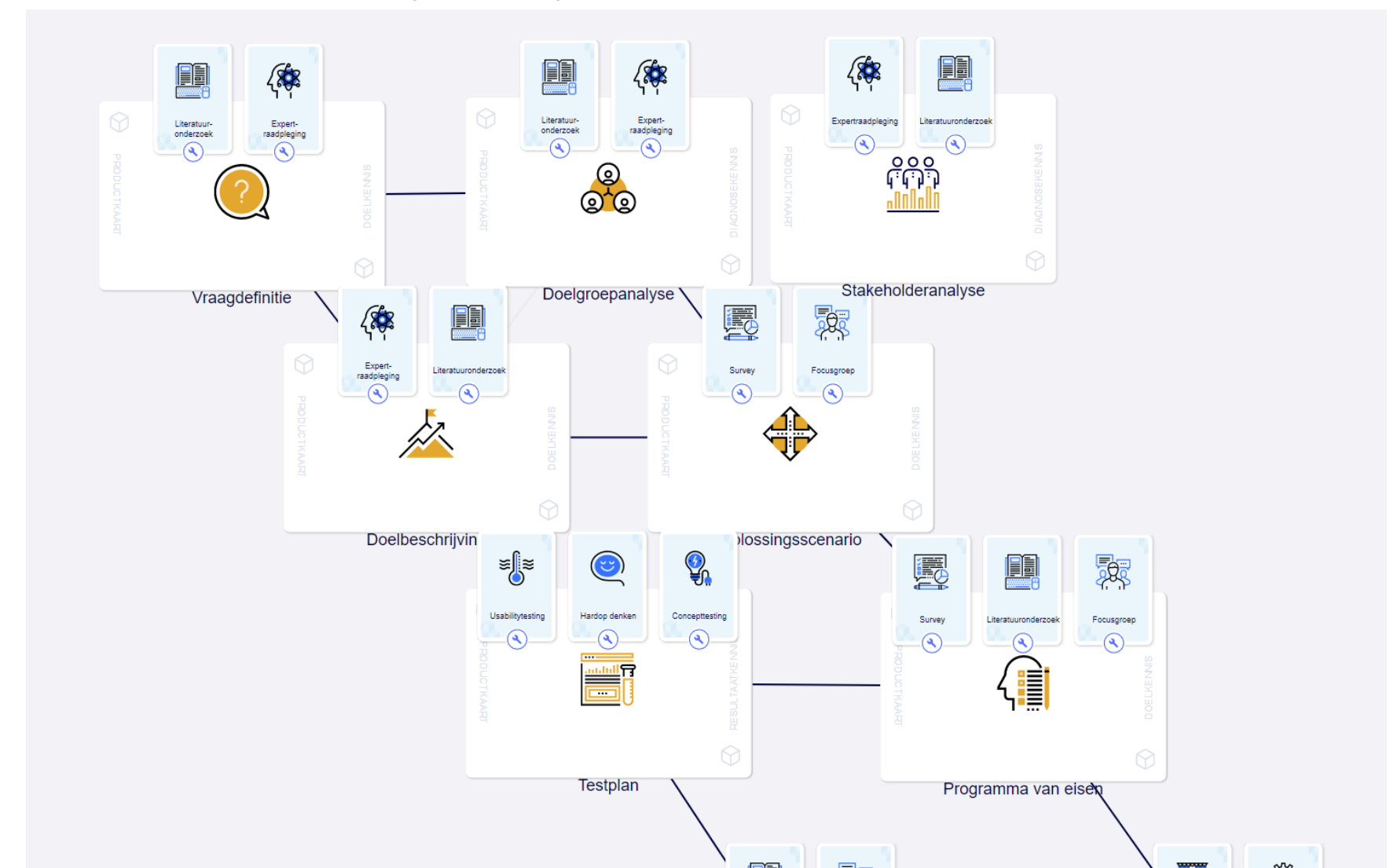


Figure 2: The researchplan.

Recommendation

As a final product, we have written a recommendation for developers to create learning activities that seamlessly align with the needs and preferences of health and welfare students and professionals. The recommendation covers five key themes: visualization, content quality, interactivity, user-friendliness, and accessibility. The recommendation is based on literature research, surveys, and focus groups with teachers and students from health and welfare programs at Saxion University of Applied Sciences. During the focus groups, two learning activities were tested, one on AI and one on sustainability, where students and teachers indicated which elements must be included in a learning activity. Based on the focus groups, combined with knowledge from the literature research and surveys, a Program of Requirements was drawn up for the 'perfect learning activity.'

In summary, learning activities on the EUVECA platform should include the following points: the learning activities must be visually appealing, clear, and user-friendly, with evidence-based (scientific) information and interactive elements. Clear navigation and accessibility for diverse user groups are essential. Options such as illustrations, knowledge clips, gamification, and collaboration with other participants can further enhance the learning experience and promote acceptance by health and welfare students and professionals.



The step-by-step guide for making the 'perfect learning activity'



EUVECA Team

Elif Tasdelen

Healthcare & Technology

Pip ten Velde

Julia Brink

Creative Business

Lois Maarseveen

Fashion & Textile Technologies

Evi Ruinemans

Nursing

Dave Huinink

Technische Informatica

Britt de Boer

Forensic research

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Biology & Medical Laboratory Research

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(Dutch spoken)



EUROPEAN PLATFORM FOR VOCATIONAL EXCELLENCE IN HEALTH AND CARE

STRETCH
YOUR MIND

Smart Solutions
Semester

NEIGHBORHOOD ENERGY

COMMUNITY BUILDING

2025

Client: Hans Outhuis



Introduction

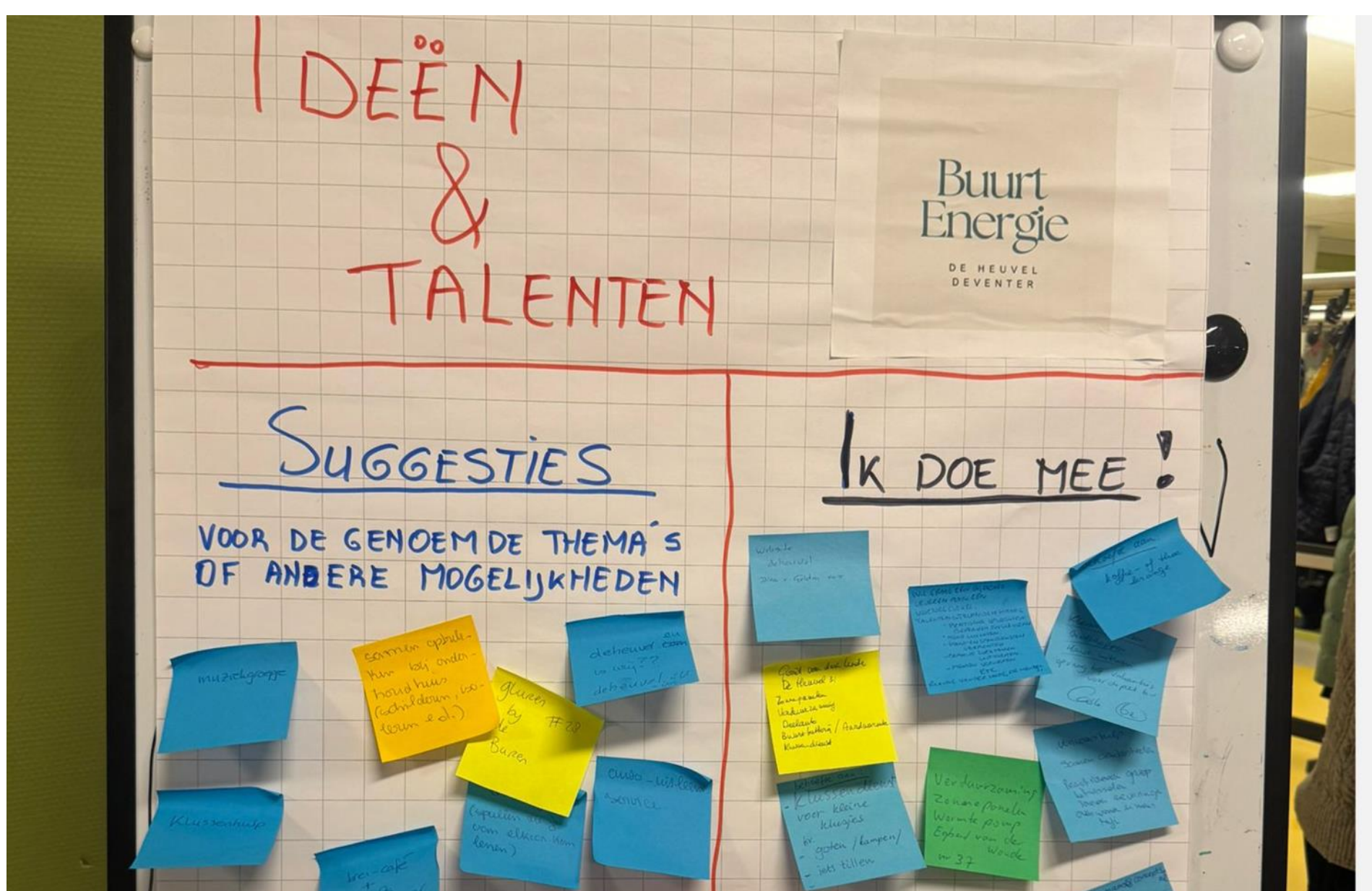
“A neighborhood is more than just houses: it is a community.”

This project is about creating a close community, neighborliness and improving sustainability within the neighborhood.

To further support this, we developed a digital platform during this project where residents can easily share experiences, ask for and offer help, without overloading the current communication channels.

Results

Our research into suitable platforms for community building revealed that WhatsApp Community best aligns with the residents' needs and preferences. The platform scores highly on accessibility, user-friendliness, and the ability to communicate quickly and effortlessly. Thanks to its widespread familiarity and existing usage among residents, WhatsApp is the ideal choice to strengthen the neighborhood community.



Projectteam

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Verpleegkunde
Thijs Klein Geltink
Tourism management

“HOW DO YOU TURN NEIGHBORS INTO A COMMUNITY WHERE EVERYONE FEELS CONNECTED?”

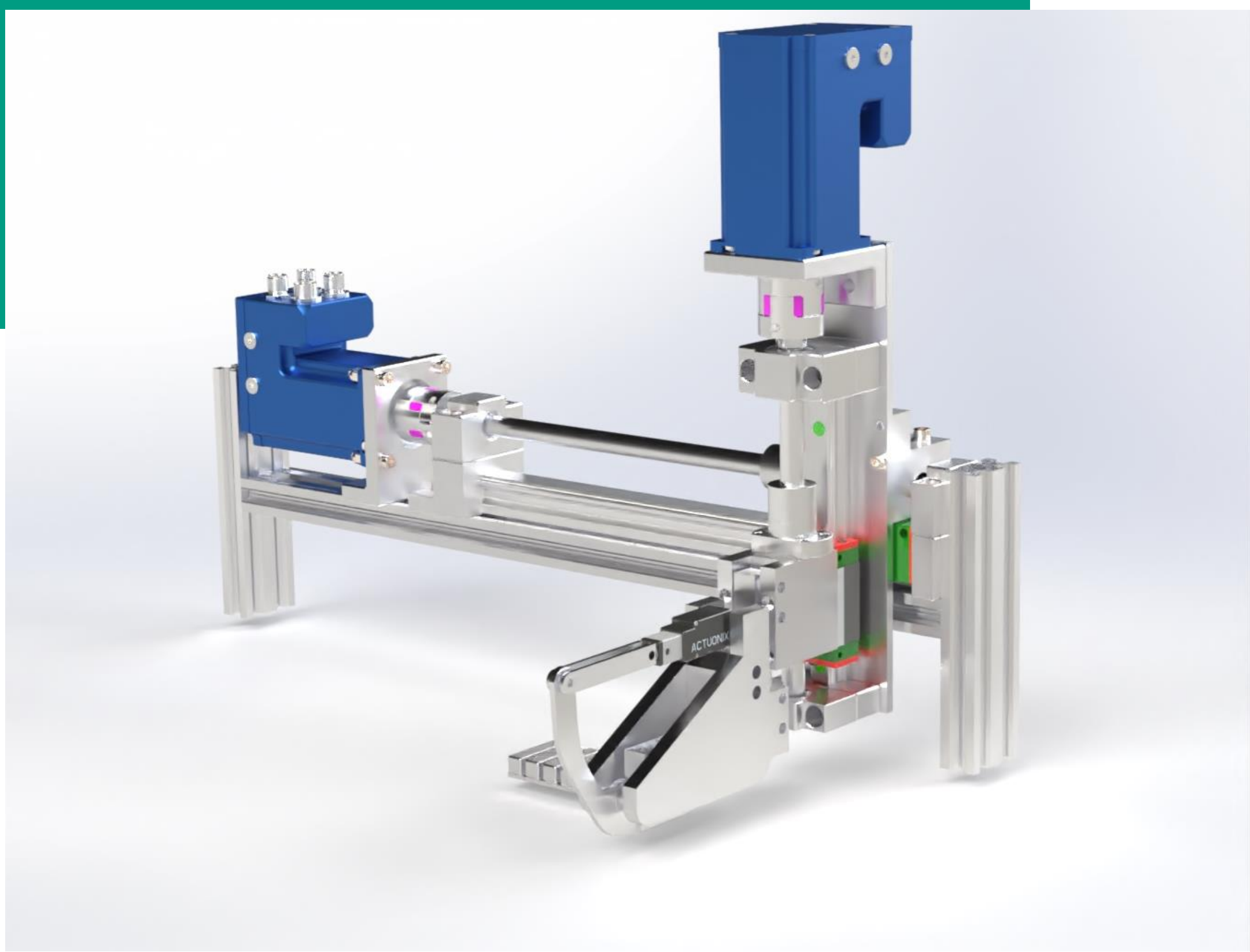
Meer weten in 1 minuut?
Scan mij!



MANIPULATION OF MAGNETS

LED

Smart Mechnronics Research Group



Welcome to the future of magnetic bed manufacturing technology! Over the past six months, our team developed a precision demonstration robot to showcase the challenges of magnet placement. These magnetic beds, essential for high-tech machines, demand extreme precision due to strong interaction forces.

Our robot highlights solutions to these challenges, placing magnets with remarkable accuracy—up to 0.025 millimeters. Fully electric and portable, it's designed for efficient and practical demonstrations.

Featuring a haptic feedback system, users can feel the magnetic forces firsthand, making it both interactive and educational. A custom physics model optimizes magnet placement, reducing interaction forces by 40%. The Graphical User Interface bridges simulation and reality with real-time data and intuitive controls.

This project exemplifies how multidisciplinary engineers from LED can collaborate to create an innovative and impactful demonstration setup, showcasing teamwork and technical expertise

DEMONSTRATION ROBOT FOR PRODUCTION OF MAGNETIC BEDS

Project team

Noah de Lange
Laurens van Dam

Mechatronics

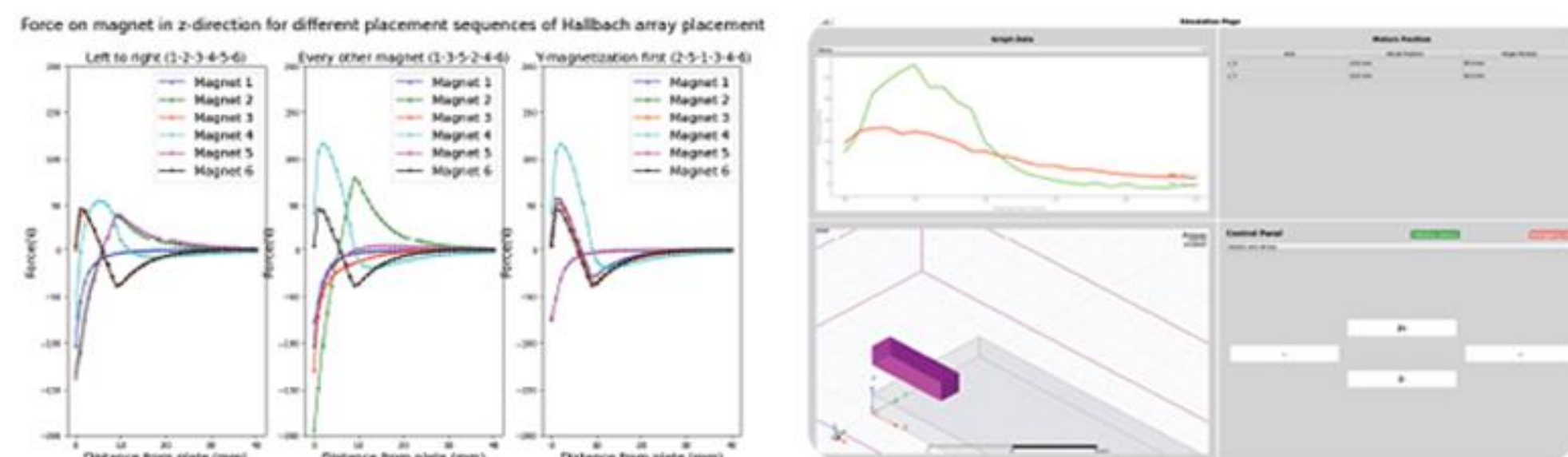
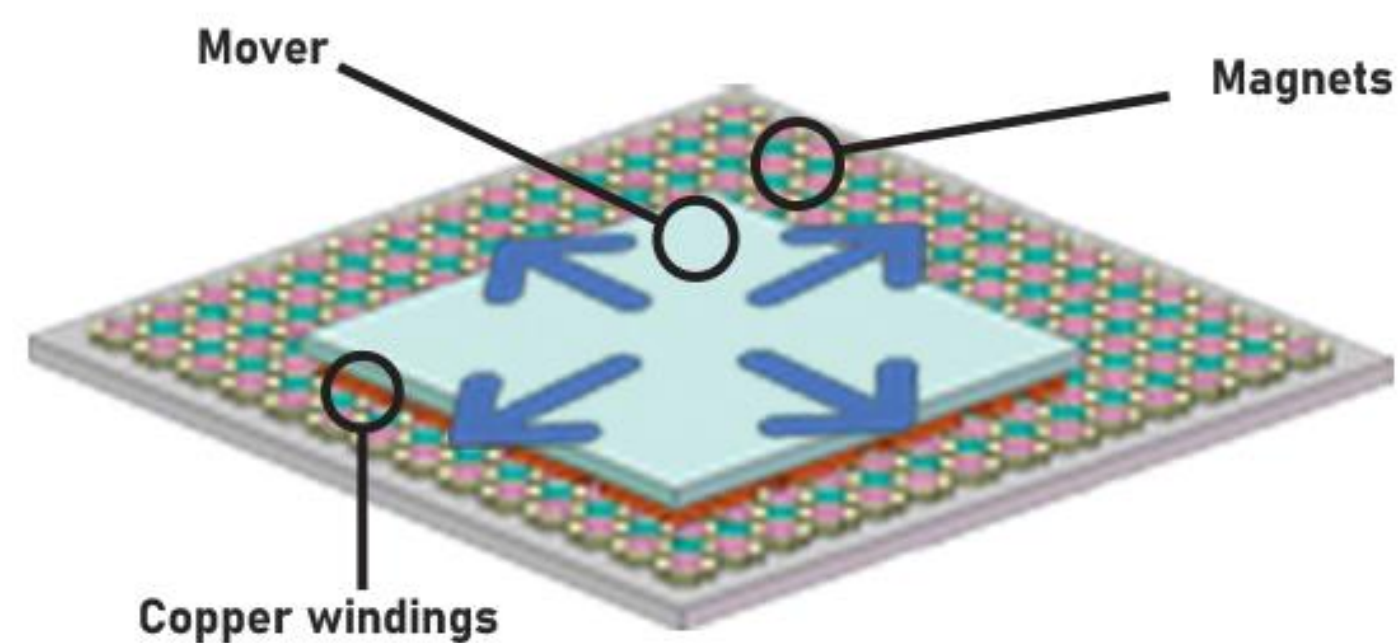
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Teodor Zlatkov
I Made Dhanya I Made Dhanya
Dananjaya

Electrical & Electronic Engineering

Rick Koetzier
Applied Physics

Ezra de Wit
Industrial Product Design



Want to know more in 1 minute? Scan me!



WOMEN WITH OSTEOPOROSIS IN THE MENOPAUSE



FUTURE OF OUR CARE

Applied Nano Technology
Petra Juffer



“Osteoporosis, the silent killer that affects women during menopause, often only reveals itself after a painful fracture - when it’s already too late.”

Introduction

The Overgangswijzer is a website dedicated to providing information to women going through the menopause. It features informative videos with a personal story and expert advices. Women can keep a diary and read articles on nutrition, exercise, and hormones. Through these articles, they can also access the Lifestyle Guide.

The project

The goal of our project is to share more information about menopause, with a specific focus on osteoporosis, to women before, during, and after menopause. We have gathered information through literature- and lab research. Additionally, we aim to break the taboo surrounding menopause, as survey research has shown that women often feel dismissed by healthcare professionals and, as a result, miss out on vital information. We are here to make a change!

Scan the QR code to visit our website!



MENOPAUSE DIARY



Project team

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Health & Technology

Lotte oude Luttikhuis
Chelsey Ehrhardt
Nurse

Aryan Nobar
Dionne Gerrits
Bernice Stegink
Biology and Medical Laboratory research

“EVERY WOMAN DESERVES TO TRANSITION THROUGH MENOPAUSE COMFORTABLY”

! Want to know more in 1 minute? Scan me!



DEVELOPMENT OF A HYDROPONICS SYSTEM

PLANT

Freerk Dousma
International Water Technology



Figure 1

Introduction

70% of all freshwater taken in is used for agriculture (UNESCO World Water Assessment Programme, 2024). And with project PLANT, we want to change this. Our assignment was to optimize the hydroponics setup of the International Water Technology (IWT) lectureship (see Figure 1) and, in addition, to scale up this setup for DCW (Figure 2). Hydroponics is a soilless farming technique where plants grow in nutrient-rich water and offers a sustainable and water-efficient alternative to traditional agriculture laying the foundation of a sustainable future.

Goals

- Optimisation of the current setup. Specific hydroponic nutrient solution. Aquarium pump to oxygenate the nutrient-rich water. Reprogramming to collect data efficiently.
- Building an expanded horizontal setup, using a design based on the current setup with implemented improvements, at external client DCW.
- Validation of the three layers in the current setup through experimental research. Comparing plant growth and health, nutrient flow and light between three layers.
- Writing a recommendation through literature research for a vertical setup at external client DCW

**“LETTUCE CHANGE THE
WORLD”**

Projectteam

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**Biology and Medical Laboratory
research**

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Milan van der Wal

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Pien van Amstel

Ellemijn Juriens

Forensic science

Barry Wever

Mechatronics

Wessel Kraaij

**Mechatronics & Chemical
Engineering**

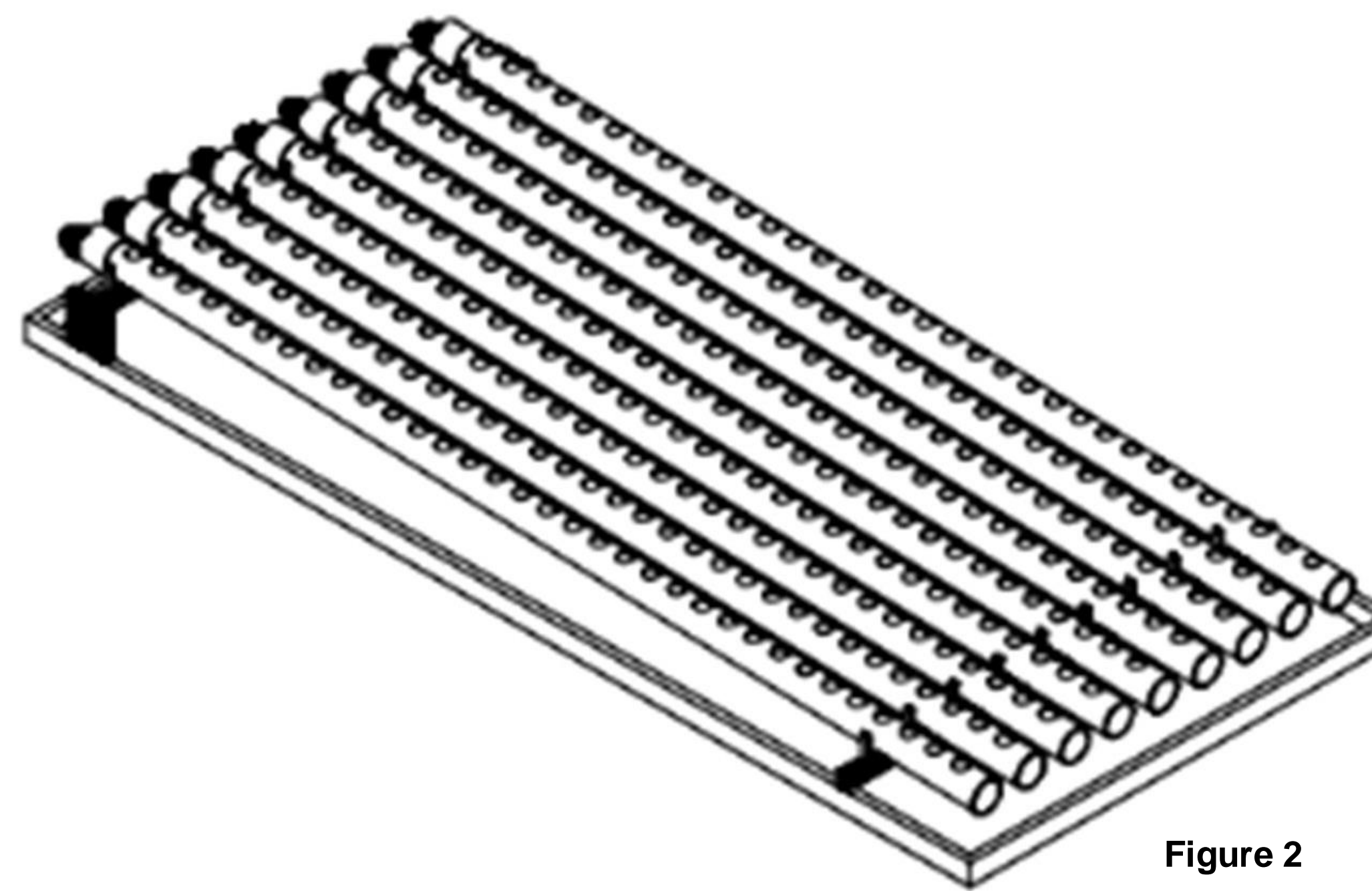
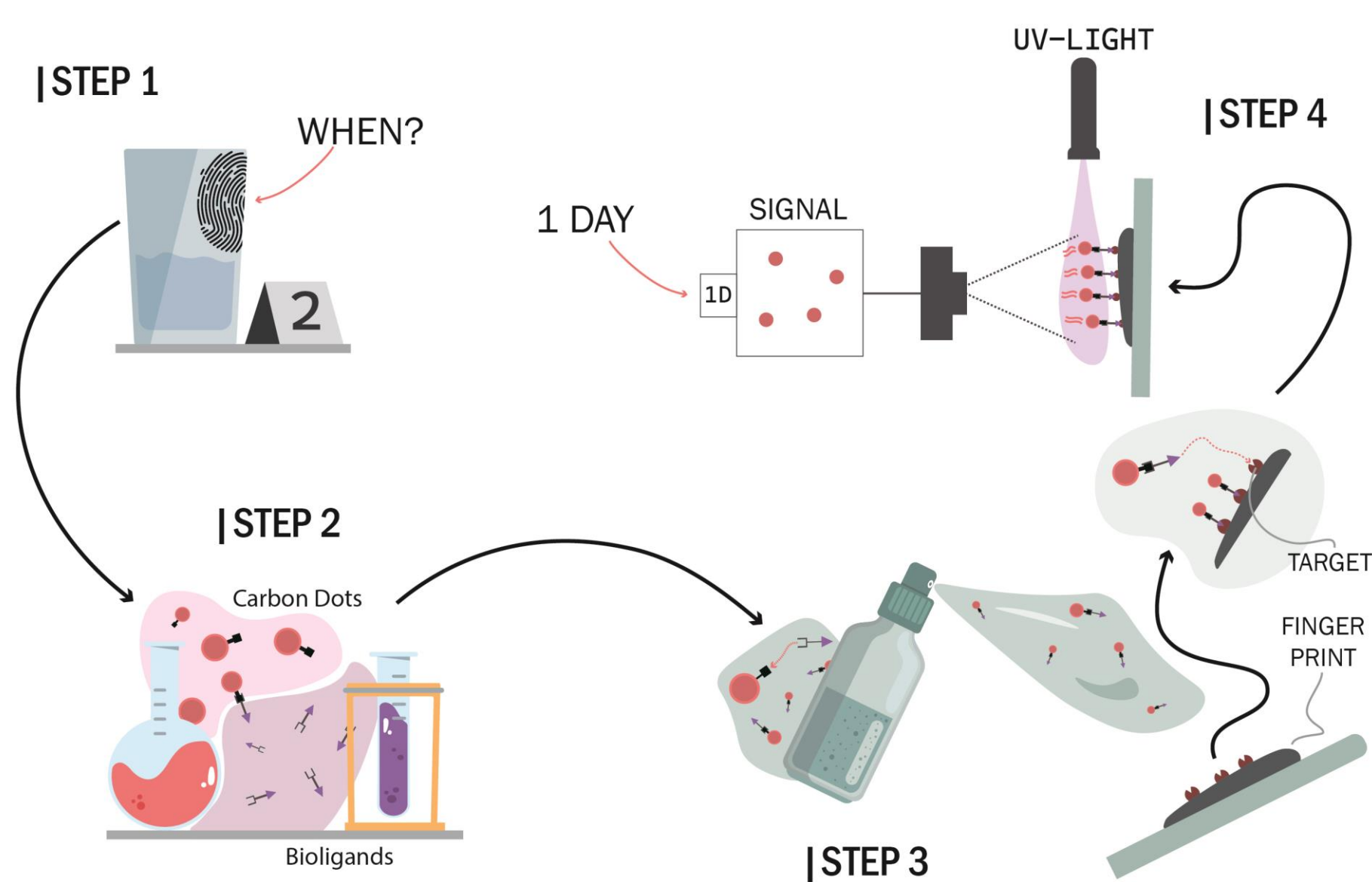


Figure 2

Want to know more?
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(Dutch spoken)



WHEN WAS MARK HERE?



NANOTECHNOLOGY

Client

Ruud Peters, Senior researcher LED Lectorate

DavinciQD2.0

Introduction

On a cold evening in Deventer, Eva came home from work. The next morning, she was found dead. Her neighbour, Mark, became the main suspect after his fingerprint was found on a glass.

But **when** was the fingerprint left? On the night of the murder or days earlier?

Our Solution

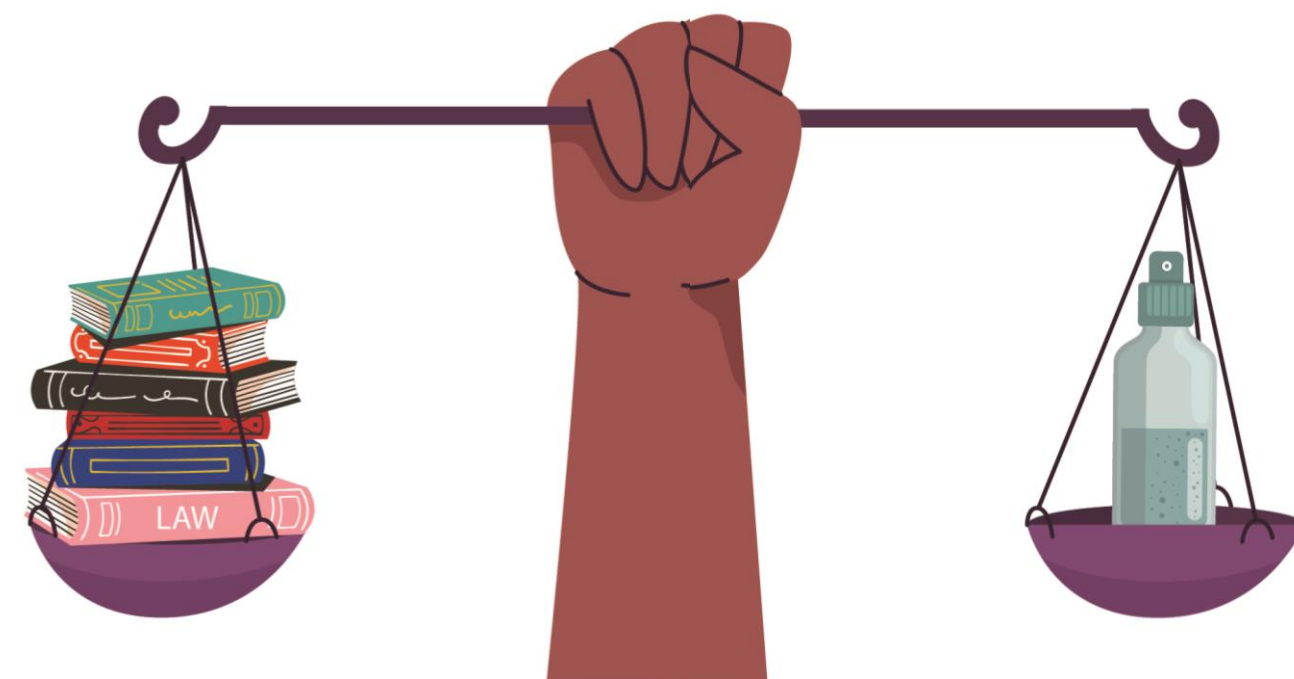
Our project, **DaVinciQD2.0**, tackles this forensic gap by using carbon nanodots to determine the age of fingerprints. By measuring the natural degradation of compounds, we can provide a timeline for when a fingerprint was left.

How It Works

- 1. Prepare:** Collect the fingerprint.
- 2. Formulate:** Prepare carbon dots “*Light producers*” and bioligands “*Target finders*”.
- 3. Apply:** Spray the compounds on the fingerprint.
- 4. Analyse:** Excite and count fluorescence to determine fingerprint age.

The Impact

Knowing **when** a fingerprint was left can change the course of investigations. This technique could have proven Mark’s innocence or guilt and solves cases like Eva’s.



Project team

Simon Heijmerikx

Renske Luiten

Rahaf Mousa

Berivan Topçil

Biology and Medical

Laboratory research

Susanne Hummel

Forensic Research

Laura Bus

Nikki van der Zande

Taleb Nasab

Chemistry

Bjorn Quentemeyer

Physics

**THERE'S NO POINT IN
DENYING IT ANYMORE!**

Want to know more in 1
minute? Scan me!
(Dutch spoken)



De Zwanenhof Heel heldere visie

BUSINESS MODELS FOR HEALTHCARE

Tutor

Judith Robben, docent/onderzoeker
School Commerce & Entrepreneurship (SCE)



De Zwanenhof is a place where people can be cared for if they do not (or no longer) belong in a hospital but still require support. The vision is to create a community where people from diverse backgrounds collaborate, grow, and feel valued. This is supported by the 'HeelHelder-Concept,' which places people at the center, whether they are care professionals, students, volunteers, or individuals with a distance to the labor market. Everyone contributes to a meaningful and inspiring environment. Together, they build a society where everyone feels useful, seen, and connected.

Our project focuses on realizing the vision of Landgoed De Zwanenhof through strategic research and concrete recommendations. We explored the central question: how can De Zwanenhof fulfill its vision in the areas of care, business models, risk management, hygiene protocols, and marketing communication? By breaking down this complex question into sub-questions, we conducted in-depth research for each category.

The result is a clear and practical advisory report that provides an overview of care services and includes detailed recommendations on hygiene and marketing. This is supported by an aid matrix that offers insight into income and expenses for various purposes. This matrix provides an overview of finances, necessary facilities, and building requirements, enabling De Zwanenhof to further realize its mission of inclusivity, connection, and sustainability.

"Where diversity comes together, strength emerges."

Project team

Phil van der Walle

Sem Cortenbach

**Creative business: Media,
Informatie & Communicatie**

Minke van Dongen

Dagmar Hammink

HBO Verpleegkunde

Jennifer van der Veen

Biologie en Medisch

Laboratoriumonderzoek

Kyan Stavast

Ondernemerschap & Retail

Management



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(Dutch spoken)



DIRKSEN BEDRIJFSKLEDING

Sustainability strategy & Marketing communications plan



MEDIA & SUSTAINABILITY

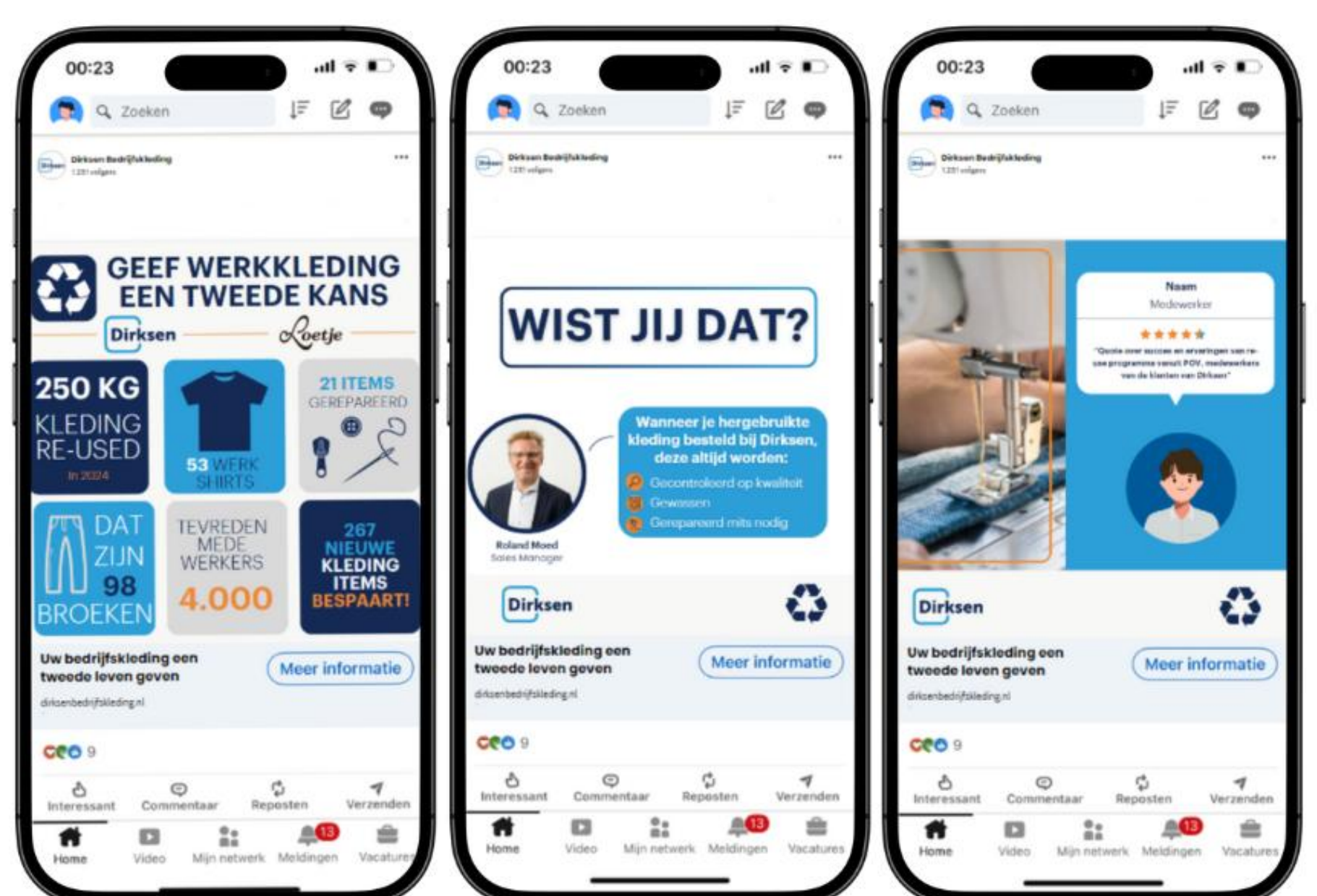
Dirksen Bedrijfskleding is a supplier of workwear, personal protective equipment, and the associated services.



Imagine a world where used workwear is not discarded, but given a second life. This was the starting point of our project for Dirksen Bedrijfskleding. Their ambition? To elevate the reuse process (a crucial step in the sustainability R-ladder) to the next level.

Together with our team, we took on the challenge: how can we make this process more efficient, sustainable, and appealing for both customers and the company? We researched, analyzed, and created. The insights we gained made it clear that success is not just about better processes, but also about awareness and engagement.

Our work resulted in a clear advisory report that lays the foundation for a more sustainable return process. But we didn't stop there. In a marketing communications plan, we shaped the stories that inspire customers to actively contribute to reuse. Together with Dirksen, we are not only building a more efficient system but also a greener future in which sustainability is a shared responsibility.



Projectteam 311
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Creative Business

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Sven Dost
Tim Siemerink
Bedrijfskunde

Willemijn Feldbrugge
Lisa Menger
Veerle Oorebeek
Maud Schoemaker
Fashion & Textile Technologies

**INTERDISCIPLINARY
COLLABORATION AT
ITS BEST!**

Want to know more in 1 minute? Scan me! (Dutch spoken)

THE CONSUMPTION OF NEWS BY YOUNG PEOPLE

MEDIA & COMMUNITY



Oost



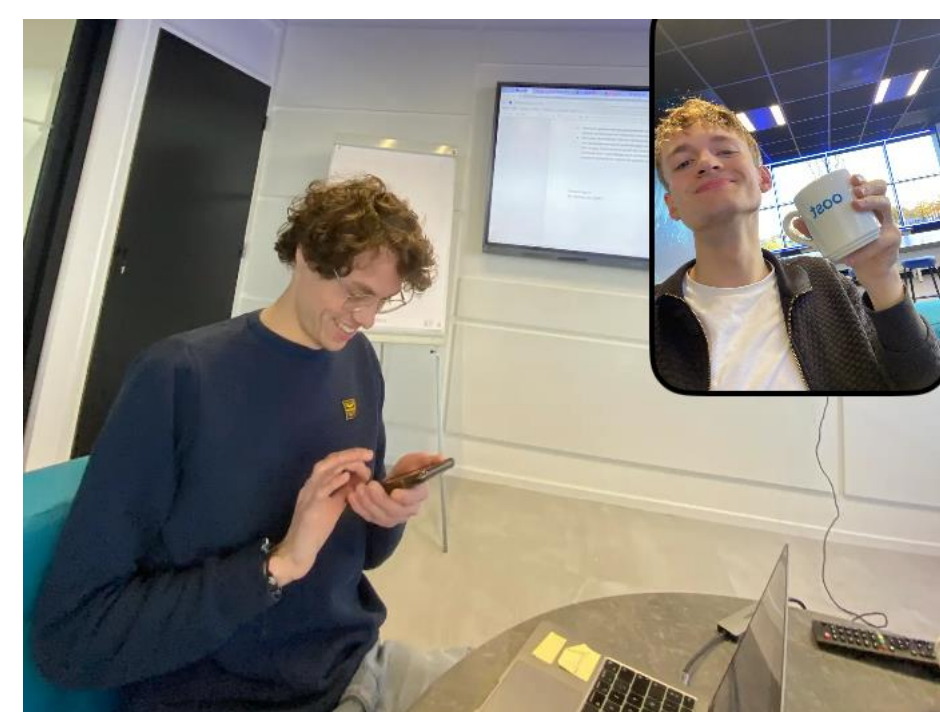
Project Summary:

Oost approached the MediaLab with the question: "How can we actively involve and engage young people aged 12 to 18 with Oost?"

Initially, Oost planned to present itself in a Roblox environment where young people could experience what Oost is. However, research showed that the 12 to 18 age group is rarely, if ever, active on Roblox. Therefore, alternative approaches were explored.

Since young people consume a lot of video content, we decided to focus on that medium. We wanted to create content under a brand name that resonates with the youth of Oost. This is how the name "Joost" was born. For this brand, we developed a logo, mascot, and video content.

As part of our project, we took to the streets to record a pilot for one of our video concepts. We directed, produced, edited, and animated the pilot ourselves. By regularly being on location at Oost, we were able to brainstorm and implement effective ideas in collaboration with the company.



Projectteam

Stef Ouder Rengerink
Commercial Economics

Max Ridderhof
 Emre Kandimir
Business Administration

Guus Nijhuis
 Luuk Bruggink
 Susanna Sedrakyan
Creative Business

"YOU ONLY KNOW WHAT THE YOUTH WANTS BY LISTENING TO THEM."

Meer weten in 1 minuut?
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WELDING A NOT-SO-SEAMLESS SOLUTION: HOLLAND HYBRID HEART



SUSTAINABLE TEXTILES

Client
Robin Temmink
Sarah Pichon

Our project

The Holland Hybrid Heart is a consortium of 18 organisations dedicated to developing a revolutionary solution to the heart transplant shortage. Saxion has partnered with the HHH consortium and is currently leading research dedicated to creating an artificial heart transplant – a groundbreaking innovation that is going to reshape the healthcare industry as we know it.

On behalf of Saxion, our Smart Solutions Semester group has been tasked with investigating bonding methods through which a seam can be created for the artificial heart. This was mostly done on the Ultrasonic welding machine.

Challenges

- Limited academic resources due to uniqueness of the challenge
- Adapting to new technology and techniques
- Difficulties with material procurement

Results

Through series of tests conducted on various knitted and woven seams using the Tensile Strength and Bursting Strength tester the force required to tear each seam and the circumstances under which it broke were recorded for review and analysis by Holland Hybrid Heart. These results are going to help better understand the interactions between materials, and their properties when using Ultrasonic welding as a bonding solution, which in turn is going to further the development of an artificial heart transplant.



Development of a soft biocompatible artificial heart.

Project team

Claartje Jelles
Biomedical Laboratory Research

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Chemistry

Job Scheepens
Chemical Engineering

Emma Geuijen
Femke Prins
Fashion & Textile technologies

Fenna Tabak
Health & Technology

Petar Dimitrov
International Business

“TEXTILES BRING YOU TO LIFE”

Want to know more in 1 minute? Scan me!



700 STORIES, 700 YEARS ENSCHEDÉ



MEDIA & EDUCATION

Marco Krijnsen

In 2025, Enschede will celebrate its 700th anniversary. This gave rise to the plan to open an online exhibition about the 700-year past and existence of Enschede, highlighting 700 different stories from the city. The stories may take place currently or come from the past, as long as they have to do with Enschede. We have developed 8 different stories in 8 different media forms

These are:

- Spoken word by Isabel in the form of a video
- Interview with restaurant Mazza in the form of a cooking video
- Textile poster with featured shops, vintage businesses and associations
- Portrait series of FC Twente supporters
- Poems by students and a former city poet about 'identity'
- Article with interview of councilor Arjan Kampman
- Podcast with Alifa foundation
- Voxpop where people share their best memories from Enschede

Through these stories we aim to attract the younger residents of the municipality of Enschede to the online exhibition of De Museumfabriek.



Project team

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Pam Bartelink

Creative Business

Justin Wiegink

Commercial economy

Aurelius Ambachtsheer

Simon Brüning

Daniël van Bavel

Naomi Kremer

Archaeology

"THIS IS ENSCHEDÉ, CAPITAL OF THE EAST. BUILT FROM INDUSTRY AND STRONGER THAN YOU WOULD BELIEVE."

Want to know more in 1 minute? Scan me!
(Dutch spoken)



DEVELOPMENT OF LIFE SKILLS FOR YOUNG PEOPLE



Introduction

Are you ready for the real world after high school? Are you truly prepared for real life... or not?

LevensWijs is an informative game that helps young people develop essential life skills. The game focuses on important but often overlooked aspects of daily life, such as social media, finances, mental health, career choices, and personal orientation. Together, we ensure that young people confidently step into their future.

Think you're well-prepared? Try it yourself with our game!

Our Goal

We've developed an informative game to help young people learn essential life skills. Using game cards with statements, tasks, and questions, students discover important topics in a fun and practical way—subjects that are rarely covered in school. This way, we prepare young people for the responsibilities of daily life. The game is not only an asset for students but also for teachers. We realized that the curriculum can't easily be changed, so we designed the game as an addition to the education program. Some parts take no more than 20 minutes, making them ideal for use in the classroom. Together, we help young people prepare for their future!

“LIFE LESSONS ARE PRICELESS”

Project team

Melvin Sprong

Archaeology

Corné Bante

Sophie Tongeren

Commercial Economics

Roos Evers

Creative Business

Anna Rotgerink

Fashion & Textile Technologies

Suzanne Vetkamp

Hotel Management

Sam Koenders

Entrepreneurship and Retail Management

Lily Meijer

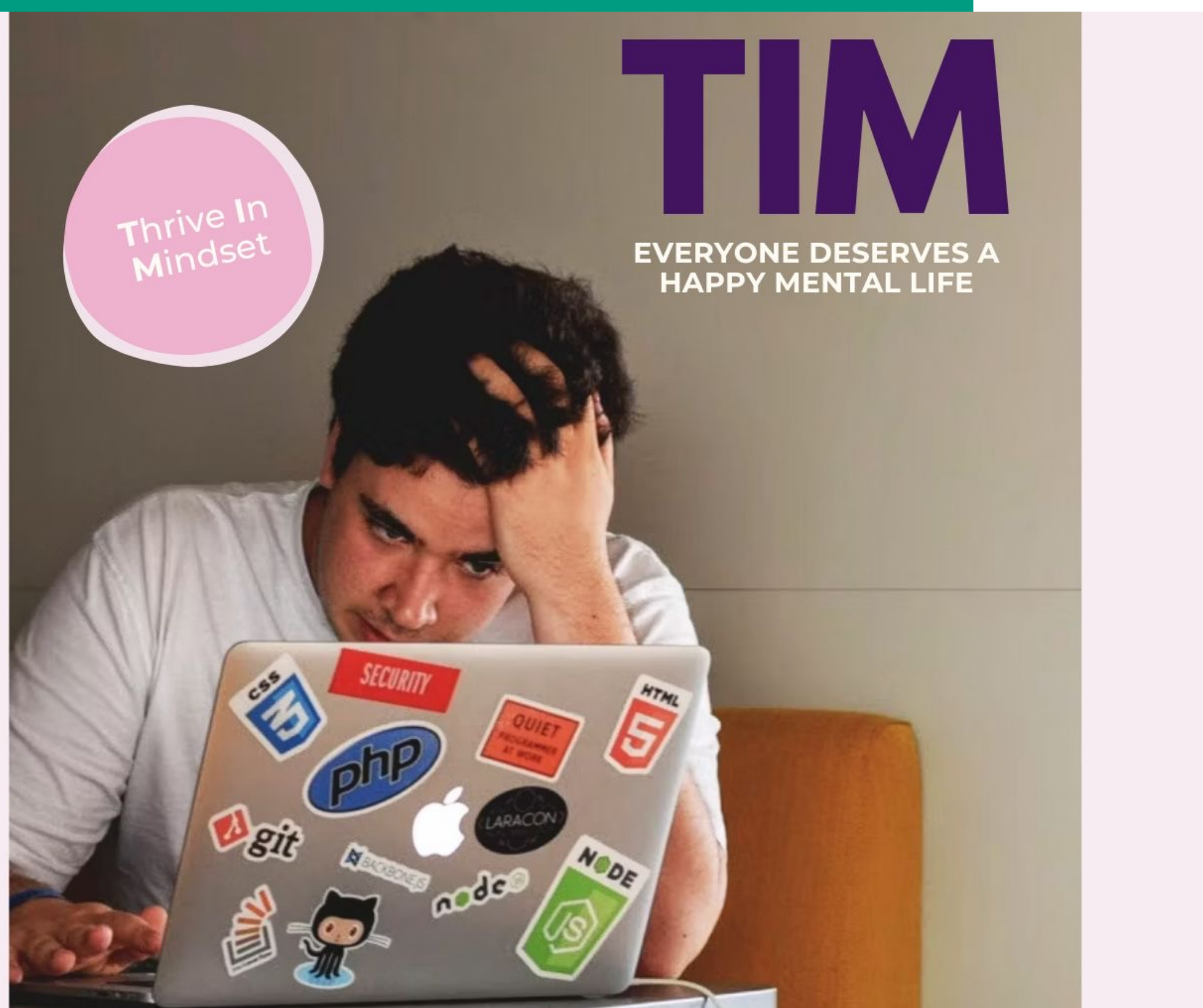
Nursing



Want to know more in 1 minute? Scan me!
(Dutch spoken)



TIM THRIVE IN MINDSET



UNSOLICITED ADVICE

Introduction

Do you, as a student, suffer from insomnia or feelings of loneliness? Have you ever experienced psychological problems? Then you are not alone. More than half of the students in the Netherlands, over 51%, struggle with mental health problems.

That's why we created TIM. TIM is your student support centre, created to help you thrive in both your studies and personal life. Whether you're facing challenges or just need someone to talk to, TIM is there to support you every step of the way.

Because everyone deserves a healthy mental life.

Where and how can you reach TIM? By email support@timcentre.nl, in person or anonymously through chatbot TIM.

Our goal

With TIM we want an accessible solution that actively involves students and helps them to improve their mental health in a simple and effective way. Our goal is that at least 25% of students will feel a lot better about themselves next year. We're not just aiming to make a difference, we want students to breathe easier, to feel seen and supported, so they can reach their full potential.

EVERYONE DESERVES A HEALTHY MENTAL LIFE

Projectteam

Veronica Diaconu

International Business

Marina Hoek

Fashion & Textiles Technologies

Floor Schilder

Tourism Management

Kjeld van den Berg

Facility Management

Laurens Kamp

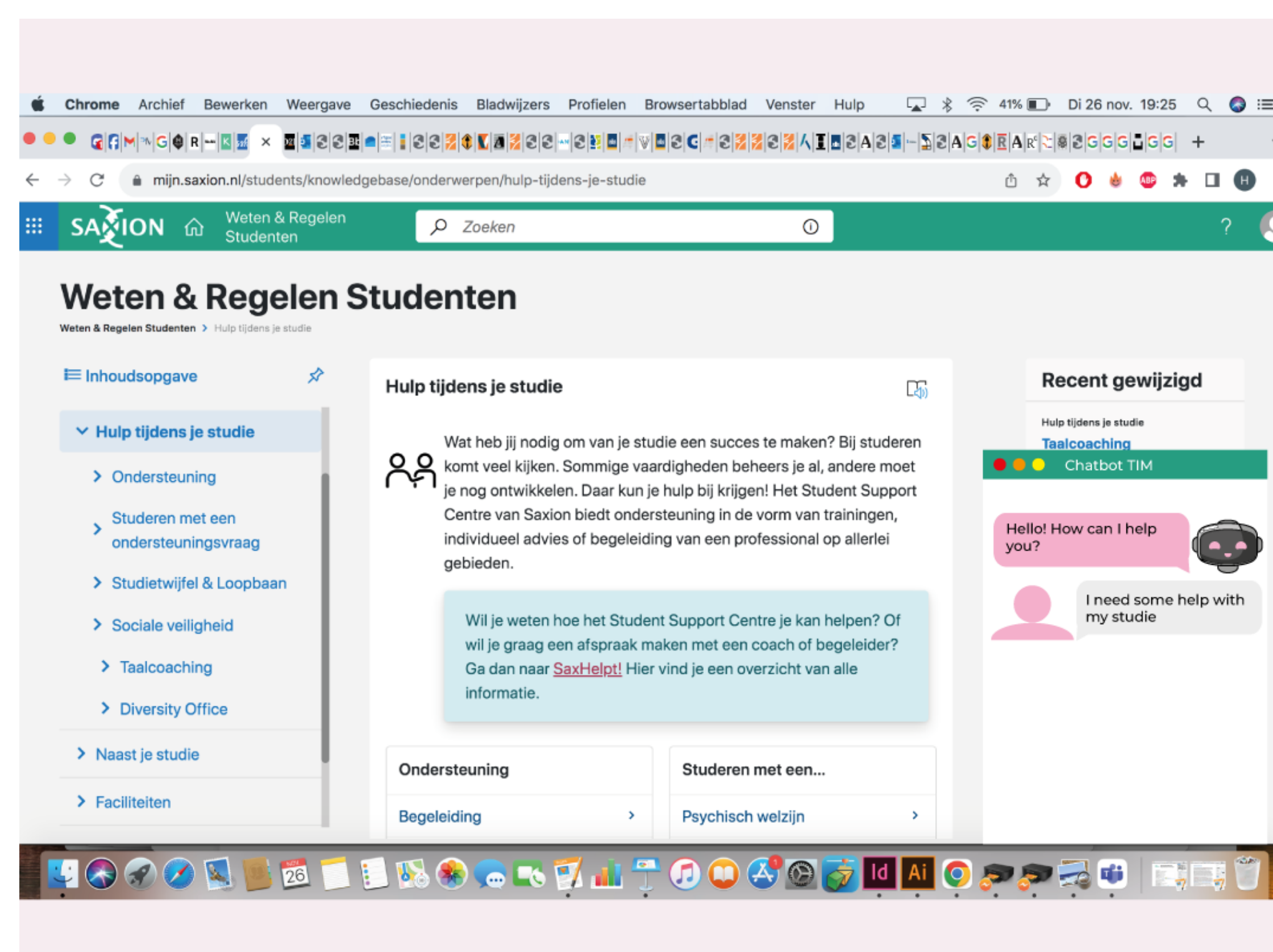
Entrepreneurship & Retail Management

Jet Moleman

Creative Business

Heike Bach

Archaeology



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minute? Scan me!



Klikt het?

voorbij de labels

UNSOLICITED ADVICE

2024

No client, but aligns with Sustainable Development Goal 'Good health and well-being' and 'Quality education'



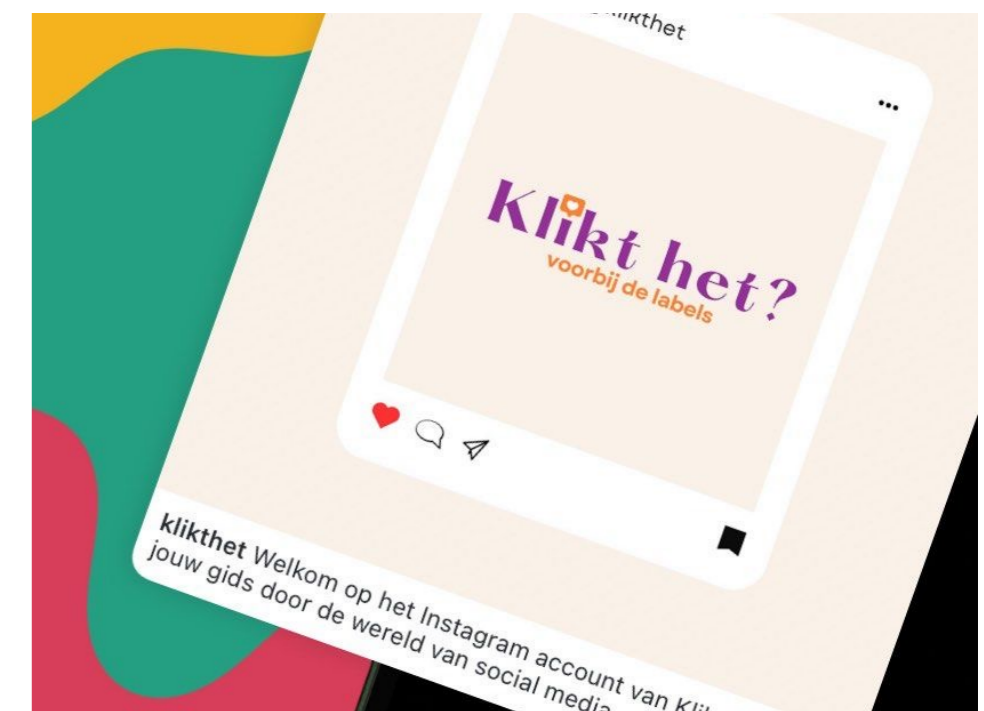
Imagine a world where social media is not only a source of connection, but also of pressure, insecurity and negative self-image. Young people aged 12 to 16 experience daily the influence of perfect pictures, likes and algorithms that guide their behavior. Klikt het? is our response to that.

We are Klikt het?, a podcast and educational project that makes young people aware of the influence of social media on their lives. In our podcast, we discuss topics such as achievement pressure, addiction, mental health and self-image. We invite guests who have experienced these challenges themselves and share stories in which young people recognize themselves. But we do more than talk: we offer solutions, practical tips and a safe space to share experiences.

With Klikt het? we not only want to create awareness, but also start a movement. Our podcast is supported by a teaching program and an interactive game, which give schools and young people concrete tools to make these topics discussable. Through this combination of media, education and interaction, we create a lasting impact.

Why does Klikt it deserve this nomination? Because we don't just talk about the problems, but actively contribute to the solution. We make social media a topic young people can think about, talk about and empower themselves. With our authentic approach and strong vision, we are taking a step towards a healthier online world.

So, does it click? We think it does. Together, let's help young people make that click.



Brand identity

“Klikt het?” is a playful reference to both physical and mentally “clicking”.

Projectteam

Hélène Zuurbier

Archeology

Nail Mandic

Luc Bosman

Business Administration

Jan van Leeuwen

Industrial product design

Amke Kuperus

Fashion & Textile Technologies

Bente Berends

Facility Management

Lieke Oude Sanderink

Creative Business

**DOES IT CLICK?
BEYOND THE LABELS**

Want to know more in 1 minute? Scan me!
(English spoken)

