

PREMIUM

START STRONG,
FINISH STRONG

2021-2022

This year's students' experiences
and PREMIUM journey.





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What PREMIUM is

PREMIUM is Maastricht University's Honours programme for high-performing, motivated master students.

Once selected, students are grouped together in interdisciplinary teams and given a project to complete for a client from the (local) business or government sector under the guidance of a project mentor.

Alongside their project, students receive individual coaching focused on personal competence development.

Lastly, students attend several workshops to help cultivate valuable skills and knowledge to prepare them for the job market.

What PREMIUM does

PREMIUM aims to help Maastricht University's most motivated and high-performing students to:

- Learn (how) to work as part of an interdisciplinary team on a professional level;
- Learn how to manage time and work according to a tight schedule;
- Learn how to manage a client's expectations and how to commit to responsibilities;
- Gain insight into personal strengths and areas for development, and provide students with the appropriate (practical) skills to work on their development.

Good luck, PREMIUM class 2021-2022



The 2021-2022 PREMIUM year has come to a close, and what a year has it been.

How lovely it was this year to be able to connect again in person, to be able to see our students again on campus and have an actual feeling of community again.

Even though we started this PREMIUM year online, or at least partly online, we were very happy to later on meet so many of you at EDLAB or at the diverse Pop-Up events, and we are grateful that you appreciated these opportunities to further learn and connect together.

The first somewhat post-Covid cohort so to say is also a rather special one this year. With life opening up again, we also saw a multitude of options and possibilities coming your and our way which caused you to really count on your time management skills now and again. But here you are, at the end of PREMIUM, and you did an excellent job in facing all the challenges, the managing of your tasks and time, and the dynamics of your team.

A special thanks this year to the PREMIUM Mentors and Coaches. The pandemic has not just affected our students, but has also required so much of every single one of you. The constant adapting, the need for flexibility and the issue of finding the right balance between life and career. We highly appreciate your care of our students and you being part of our community on top of your regular workload.

We hope that you all enjoyed being part of the PREMIUM programme these past months, and that you also drew some lessons from it, such as how to work in teams composed of members from different backgrounds, how to work under pressure, how to deal with clients and manage their expectations, and of course how to work in a professional setting on a real-life project.

Now that your PREMIUM journey is completed, it doesn't mean that we need to say goodbye. On the contrary, you are part of a rather large PREMIUM family now. It is never out of sight out of mind to us, so feel free to use the vast PREMIUM network for your future benefit. Stay well, stay safe and stay awesome!

**Fabienne Crombach, Anna Marino &
Marie-Lou Mestrini**
PREMIUM Central Management Team EDLAB

PREMIUM 2021-2022

**Bridging the gap
between study and
career...your journeys**

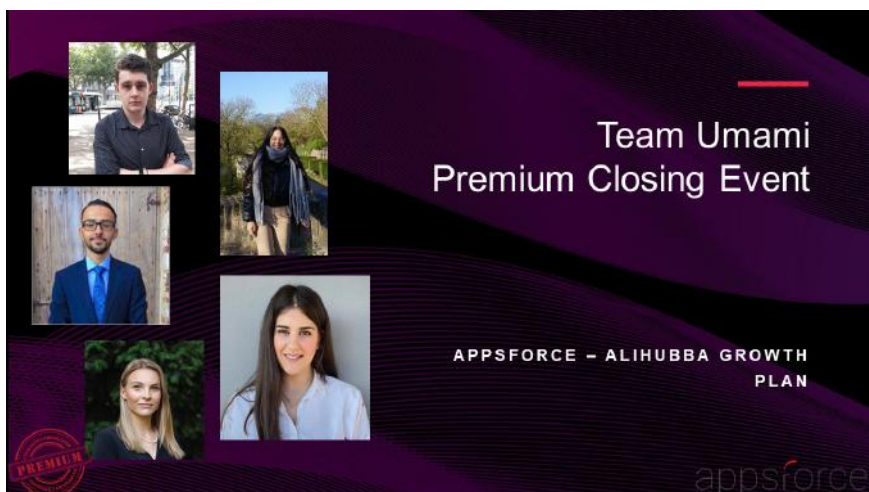


PREMIUM TEAM APPSFOCE

"Team UMAMI"

*Project Aim:
Help this innovative AI and
software development
company in developing a
growth strategy for their
digital innovation hub.*

- Jeroen Kopczinski, Healthcare, Policy, Innovation & Management
- Adele Tanhuanpää, LLM Int. and European Tax Law
 - Ilyas Benmouna, Fiscal Economics
- Francesca Battipaglia, Data Science for Decision Making
- Evrydiki Kolokoudia, Work & Organisational Psychology
 - Mentor: Sarah Gove
- Coaches: Adina Petre & Greta Petkauskaite



*“We developed
a growth plan!”*



AI-HUBBA

- Market analysis
- Porter's Five Forces
- SWOT-Analysis
- Strategy
- Limitations & Risks

appsforce

A huge thank you!

“I can say that PREMIUM was definitely a great learning experience for me; on the one hand, personal development through coaching sessions and on the other hand professional development by participating in workshops and project development!” - Evrydiki Kolokoudia, WOP, FPN

“For me, PREMIUM has been a window into the real job market. It gave me the means to identify what to be aware of and how to face it.” - Francesca Battipaglia-DSDM, DKE

“I really want to thank the PREMIUM Team for the opportunity to participate in the programme. It was quite the investment however I really enjoyed all the workshops, coaching and the project. It was challenging, enlightening and fun. I'm certain that I learned a lot from this experience Thank you!” - Jeroen Kopczinski – HPIM, FHML

“Premium has been an excellent gap-filler between academics and work life. Not only did I learn valuable lessons about teamwork, but also about working with clients. These are lessons I will carry with me throughout my career.” - Adele Tanhuanpää – IETL, LAW

“PREMIUM really taught me a lot about my own personality and about my skills. Especially the coaching sessions and the workshops were extremely beneficial for me. I realized I should never give up on my self-worth for anybody by trying to prove myself to them. Furthermore, I learned that I should trust my gut feeling more and that usually when something feels bad, it also is bad.” - Ilyas Benmouna – FE, SBE



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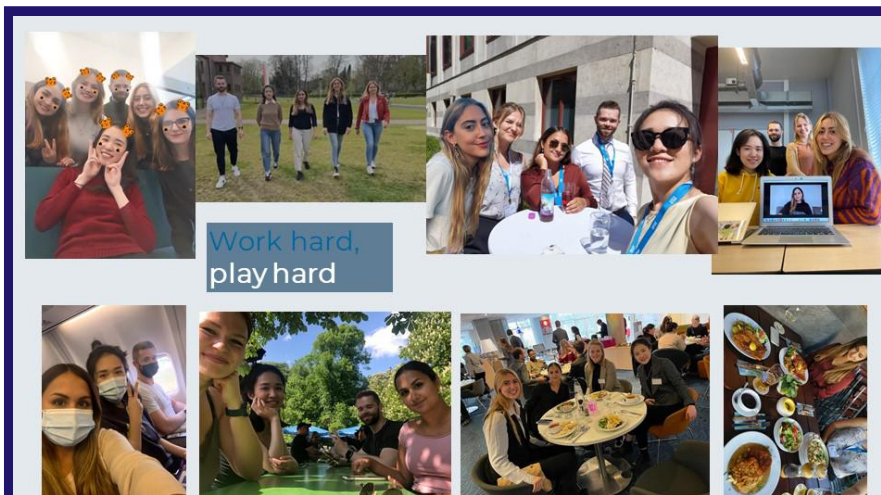
PREMIUM TEAM ATOS

"Team Digi-Verse
Consulting"

Atos

*Project Aim:
Join this IT organization in
their challenge to define the
topic of Digital Sovereignty*

- Rocio Ballesta Orta, European Studies:
Global Policy & Governance Challenges
- Tanja Grieshaber, International Business: Strategic Marketing
 - Yushan Cui, European Law
- Stella Shukla, International Business: Strategy & Innovation
 - Sebastian Kokol, IB: Organisation – Manag., Change &
Consultancy
 - Mentor: Bas van Diepen
- Coaches: Nicole van Deursen & Romy Beuken





Work hard,
play hard



Future Aspirations



I am eager to contribute to a more digital, equal and greener Europe so as to make a positive impact on individuals.



The future will be more and more digital. If we want to impact the future and integrate European values substantially, we need to take the lead now and I want to be part of it.



I am excited for Europe's digital transformation and want to participate in shaping it.



I am motivated to expand my knowledge about our developing digital future. I am happy that this project confirmed my future wish to work for a tech company.



As a young power, I am eager to be one of the force in finding and guiding the direction at the crossroad of a new digital age. As people always say, "The best is yet to be", and I am ready to make an impact.



PREMIUM TEAM CAPGEMINI

"Team UniCon"



*Project Aim:
Help the biggest European
Consultancy firm diving
deeper into topic such as
diversity & inclusion , and see
how it can affect their
business potential.*

- Talea Grootenhuis, Public Policy and Human Development
- Charlotte Clerx, IB: Strategy and Innovation
 - Johann Ferreira, Globalisation and Law
- Benjamin Huxoll, Work & Organisational Psychology
 - Justus-Jonas Erker, Artificial Intelligence
- Mentor: Hang Nguyen
- Coach: Renee Speijcken

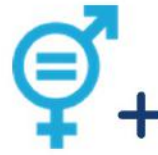


What did we do over the past five months?

Let us try to explain

...

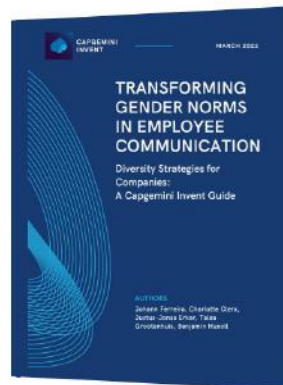
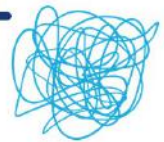
We combined our passion for inclusivity



With an AI model that can process & assess language



And knowledge on legal-psychological-business-policy implications



To create a guide booklet for Capgemini & companies so that they can implement a NLP-based diversity measurement tool, as well as do something about the results if they are not happy with them.

Our Mission?

To contribute to a better, more inclusive workplace for the future.

What do we take away from PREMIUM?



Charlotte

means business

"I learnt the most from my interdisciplinary team and found it interesting how we could unite the different fields of expertise to create one valuable deliverable."



Justus

could also be an AI

"I was stunned at how much a diverse team can learn from each other. PREMIUM made me very confident that even a small, diverse team with the right attitude can face any problem to change the world for the better. In fact, we all have the tools, but we have to stop thinking we are fools."



Johann

will be our future lawyer

"I was fortunate to be part of a great team which encouraged creative thinking and where each individual took responsibility. The whole experience showed me that, through embracing our diversity, we ultimately benefit more from our collective intelligence."



Benni

our in-house psychologist

"My biggest learning experience in PREMIUM was to find a common base in an interdisciplinary team. Even though we are from various fields of study, we managed to jointly create a product, which still reflects our individual perspectives on the topic."



Talea

has a clear design policy

"I was extremely inspired by my amazing team colleagues, who always challenged me to look beyond my perspective on topics to see the scientific, legal, psychological, and economic implications behind things."

PREMIUM TEAM ECOVADIS

"Team EcoLadies"

ecovadis

Project Aim:

Help the world's largest provider of business sustainability ratings, in carrying out market research and define a proposal on how to best seize the opportunity the German and European Supply Chain Due Diligence Act might hold.

- Isabel Thoma, Globalisation and Development Studies
 - Irina Hristova, Globalisation and Law
- Ruby Sanders, Strategic Marketing & Organisation:
 - Man., Change & Consultancy
- Marina Fontoura, Sustainability Science, Policy & Society
- Stephanie Kehm, Sustainability Science, Policy & Society
 - Mentor: Bart Vos
- Coaches: Annette Schaafsma & Dominique Meyers



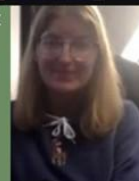
ecovadis



PREMIUM offered the **perfect opportunity** for me to combine my personal interests with **professional insights!**



Working in a **great team** on a project that you find really interesting is the best thing that a young professional can experience. Having plenty of **useful workshops** and **personal coaching** along makes PREMIUM almost **too good to be true.**



PREMIUM was so much more than **hands-on work** for a real client - through workshops and coaching sessions and meeting all the **other students**, I grew and developed!



Being part of PREMIUM made **go the extra mile** and have a professional **experience** in a subject that I **love!**



2022

P
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PREMIUM TEAM EKWADRAAT

"Team Ekwadraat&Us"



*Project Aim:
Help this consultancy firm
to design a framework for
decentralised regional and
local energy hubs, in a bid
to transfer from fossil to
sustainable energy.*

- Quang Phong, Business Intelligence and Smart Services
- Nicola Grande, Public Policy and Human Development
 - Jordan McDonald, IB: Sustainable Finance
- Mariam Gobianidze, Governance and Leadership in European Public Health
- Quincy Aitatus, IB Entrepreneurship & Business Development & Strategic Corporate Finance
 - Mentor: Renee Speijcken
 - Coaches: Agustin Parise & Hanka Zwanikken

OUR KEY TAKEAWAYS



"Premium has really taught me how to navigate the ups and downs of a team process, and how important it is to leverage everyone's individual strengths and weaknesses!"



"Premium is a journey that reminds me of how cool it is to work with different people and step out of our comfort zone together."



"Working with students from different faculties showed me there are many different ways to tackle the same problem. When multiple perspectives, it allows you to see pathways and solutions you didn't see before."



"PREMIUM is about the process and not the end product. It gave me an opportunity to work in a team with different backgrounds. I learned a lot from the way we managed every challenge together and took advantage of our differences."



"Premium showed me that in real life, there is often simply no 'right' solution to complex challenges, making creativity a core competency for our times."

our journey



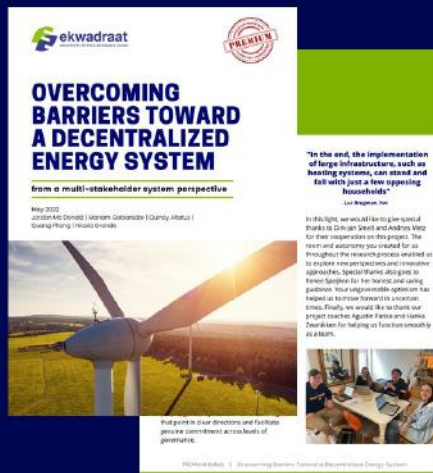
Stakeholder Interviews



Stakeholder Mapping & Synthesis



Literature Review



OUR MAIN OUTCOME

- 1 Strategic Policy Report
- 2 Website Tool: Citizen Communication - Project Plan
- 3 Brightspot Community Initiative - Project Plan

HEY!
IT'S EKWADRAAT
AND US!

Quang, Jordan, Mariam, Quincy
and Nicola!



PREMIUM TEAM EQUANS

"Team Strategy Into Action (SIA)"

*Project Aim:
Help this market leader in
global energy and services
to ensure optimal brand
image and creating new
business solutions at a
higher level in the value
chain.*

- Katherina Petersen, European Studies on Society, Science & Technology
 - Britt Lahcen, IB Strategy & Innovation
 - Patrick Fuchs, IB: Strategic Corporate Finance
 - Antoine Miot, Strategic Corporate Finance
 - Christina Jovanov, Globalization & Law: International trade and investment law
- Mentor: Anne ter Braak
Coaches: Han Zhang & Renee Speijcken

Road to the future

"The future depends on what we do in the present"
- Mahatma Gandhi



Patrick Fuchs
"If everyone is moving forward together, then success takes care of itself!"



Britt Lahcen
"A mind that is stretched by a new experience can never go back to its old dimensions."



Christina Jovanov
"Nature has given us all the pieces required to achieve exceptional wellness and health, but has left it to us to put these pieces together."

"The best way to predict the future is to create it"
- Abraham Lincoln



Katherina Petersen
"Never stop learning because life never stops teaching!"



Antoine Miot
"The more you say 'no' the more time, energy, and focus you will have for what really excites you!"

Experience



Happy team & client



Meeting/ working



Workshop



STRATEGY INTO ACTION



Team



Lunch Dates



Cultural Excursion



Road Trips



Drinking Dates



F.R.I.E.N.D.S



Cake Punishments



PREMIUM TEAM FARMA TER VERANTWOORDING/UAEM

"Team Just Vax"



Project Aim:

Analyze the highly topical case of inequitable Covid-19 vaccine distribution in order to monitor the practices of pharmaceutical companies in their marketing and development of Covid-19 vaccines according to their human rights responsibilities

- Meike Grillmaier, Biomedical Sciences
 - Jarn Theunissen, Medicine
- Clara Hoffmann, Health Policy, Innovation & Management
 - Jewel Dela Cruz, Forensics, Criminology, and Law
- Conrad Nunnenmacher, Public Pol. and Human Development
 - Lena Krause, RM European Studies
 - Manar Daoud, Global Health
 - Mentor: Katherine Bassil
 - Coach: Jonathan van Tilburg



OUR PREMIUM EXPERIENCES

Manar

In hindsight, I would describe PREMIUM in a few words: challenging, exciting, knowledgeable, memorable and recommendable!

Lena

For me, PREMIUM was like being on a rollercoaster ride with great people: bumpy & scary, but also exciting and leaving you with a good feeling in the end.

Conrad

It was a great experience. It was challenging, but there was so much to gain! I personally really liked how our team evolved, and to see how we were able to react to different challenges. We really grew together.

Jewel

It has been a holistic enriching experience. It was professional setting, yes. But the best surprise is how humanized the experience was. It involved character growth.

Clara

For me, it was a really valuable experience that taught me more about effective teamwork and personal development. And of course, I have met great people along the way!

Jarn

A great experience to interact with students from other faculties on an academic level. I learned a lot and met amazing people.

Meike

It was such a refreshing and fun experience. Learning what makes a team thrive and how to be the best version of yourself, both professionally and intrapersonally, has been very inspiring!

OUR HOPES FOR THE FUTURE

Manar

I see myself working in a field where I combine my passion for medicine and (global) health. Working together in an interdisciplinary team with FTV has motivated me to work towards equal access to healthcare and seek similar opportunities. This project left me hopeful and excited for the future! ;)

Clara

I look forward to using the team skills I have learned during my PhD and hope to stay connected with people from the project.

Jewel

I look forward to working further in an international setting alongside diverse people, as this was one of the highlights of my experience with FTV and our group.

Conrad

I hope we as a team stay connected in the future! And of course, I also hope that we can use everything we learned in this project for our future endeavors.

Lena

I hope to be able to share what I've learned during PREMIUM with others and to convince people of the enriching experience of working in diverse and interdisciplinary teams.

Meike

I look forward to continue working in international and interdisciplinary teams.

Jarn

I am looking forward to applying to knowledge and experience I have gained, and to continue the practice of interdisciplinary collaboration in my future career.

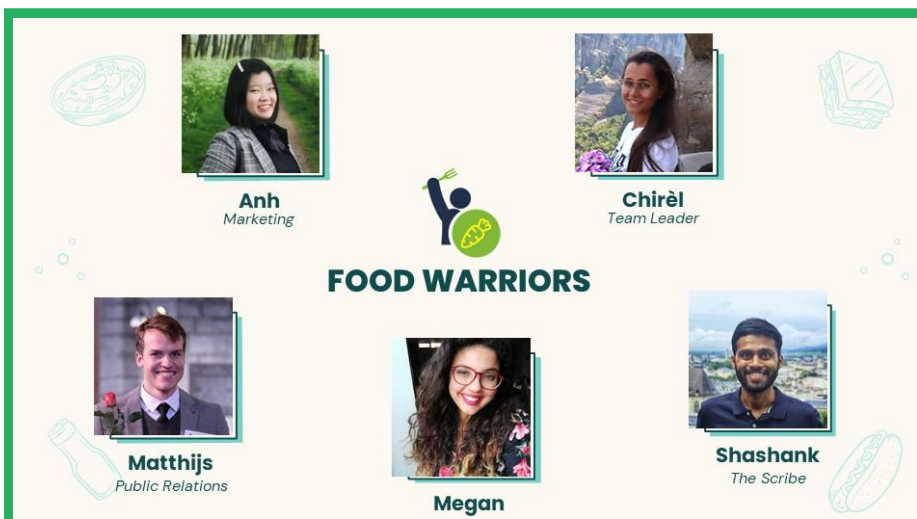
PREMIUM TEAM FOODTECH BRAINPORT

"Team Food Warriors"



*Project Aim:
Investigate how this food
processing factory can create
more value for their
community and realize new
business models for valorizing
side streams that prevent
food waste.*

- Matthijs Bestebreurtje, Healthcare, Policy, Innovation & Management
- Megan Borg, Biobased Materials
- Shashank Subramanya, Data Science for Decision Making
 - Chirel Vroemen, Health Food Innovation Management
 - Anh Nguyen, Business Intelligence and Smart Services
- Mentors: Eveline Persoon & Max Colombi
- Coaches: Dasa Kokole & Mark Kawakami



THE PROCESS



IDENTIFY

Problem to solve –
strengthening
FTB's ecosystem

Feb



RESEARCH

For potential
partnership and
funding prospects

Mar



COMMUNICATE

With shortlisted
EU incubators and
accelerators

Apr



ADVISE

FTB on ways to
strengthen &
expand ecosystem

May

How can FTB strengthen & expand its ecosystem?



Build new partnerships through incubators that are a good fit for FTB



Advise existing partners on applying to best funding programs



Prioritize incubators that focus more on food tech start-ups

PREMIUM TEAM HAPPY2LEARN

"Team PREMIUM X happy2learn"

happy2learn 

*Project Aim:
Help this social startup in
developing an interactive
guide to help students and
young professionals find
relevant information to career
happiness.*

- Sofie Schuller, Work, Health & Career
- Morris Ameyaw Yiadom, International and European Tax Law
- Deidree Tjokrosetio, Biomedical Sciences
 - Laura Winkens, Legal Psychology
 - Mentor: Sarah Hiley
 - Coach: Blanche Schroen

Favorite Memories

Seeing a smile on our clients' faces after listening to our podcasts. -Deidree

Met some great people and created something special. It was a double win! - Morris

That moment when all the information you gathered in interviews, research, and brainstorming starts falling into place. - Sofie

The out-of-the-box icebreaker questions at the start of every meeting! - Laura

Team Happy2Learn

Wisdom on Job Happiness

For someone who just graduated, it is not necessary to find something immediately. It is valid to take time and not to immediately accept the first offer on your table.

Believe in yourself, don't sell yourself too short, and do not settle too quickly. If already in a job, talk to the manager and be brave to make the change you need.

Team Happy2Learn

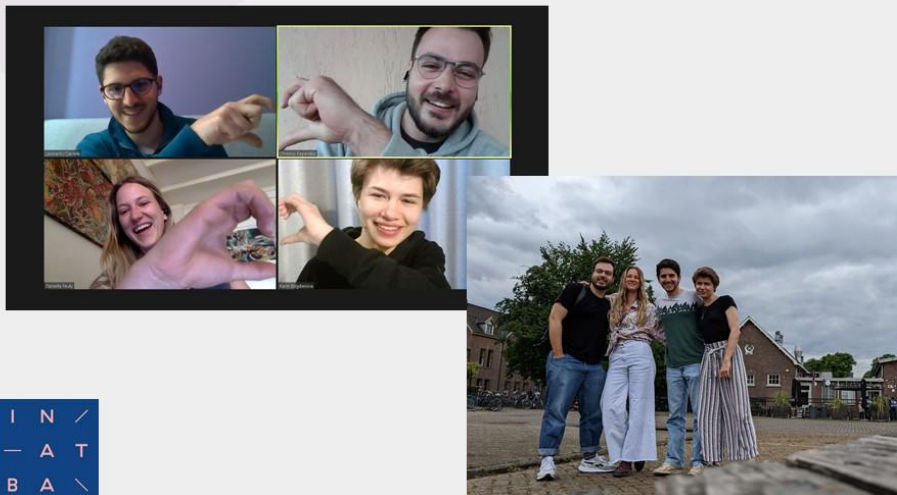
PREMIUM TEAM INATBA

"Team Cryptonite"

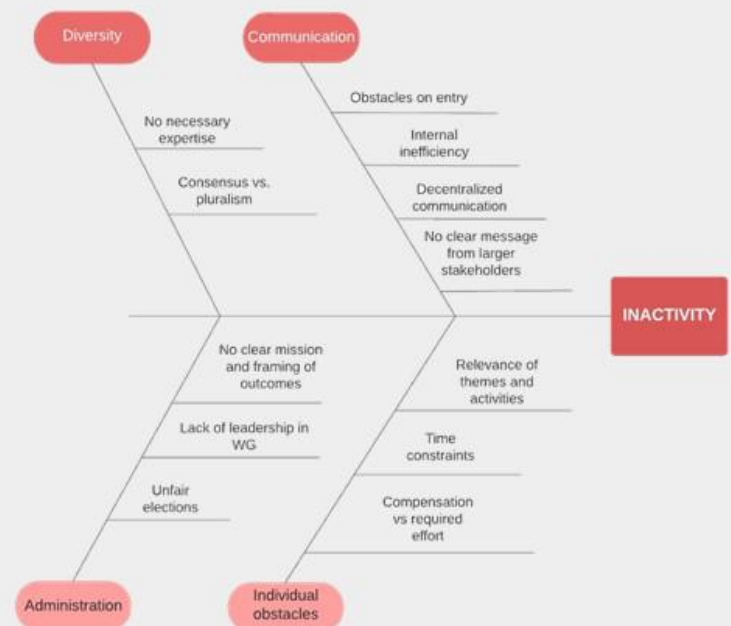


*Project Aim:
Help this International trade
association in Blockchain
applications, to discover any
differences between how they
market their value proposition to
what members actually take away
(or lack) when joining the
association.*

- Daniella Pauly Jensen, Cultures of Arts, Science and Technology
 - Leonardo Daniele, IB: Entrepreneurship & Business Development
 - Christos Kaparakis, Data Science for Decision Making
- Ekaterina Bogdanova, Cultures of Arts, Science and Technology
 - Mentor: Yverna Hu-a-ng
 - Coaches: Michelle van Mulken & Perry Heymann



What could be causing inactivity in INATBA?



INATBA

Conclusions



How can INATBA ensure that members are getting what they pay for with the membership?



What are the activities that should be pivoted?



In which areas could INATBA be more effective?

INATBA

PREMIUM TEAM IRIS DESIREE CLAESSENS

IRIS DESIREE CLAESSENS

*Project Aim:
Help this Dutch sustainable
jewelry designer to develop a
growth strategy and to take
her label to the next level.*

- Ieva Aliukonyte, Biomedical sciences
- Jayanshi Tripathi, IB Strategic Corporate Finance
- Roeland Pol, Dutch Law - Commercial and company law
- Megan Verbeek, Human Decision Science & International Business
- Mentor: Sabine Nievelstein
- Coach: Annechien Deelman





"As it turns out, the process is just as valuable as the end result. This is surely something I will take away from PREMIUM into my future"

- Roeland

"During the challenging process of PREMIUM, the coaching sessions were a valuable asset to my personal growth"

- Megan



"It was fun and very eye-opening experience to cooperate, share ideas and build something together with people from completely different domains"

- Ieva

"For me, it is diversity: both academic and cultural, that contributed to a beautiful variety of ideas and skillsets"

- Jayanshi

PREMIUM TEAM ITEM

"Team PREMIUM Ite(a)m"



*Project Aim:
Conduct an impact
assessment on the topic
of cross-border effects of
the Dutch policy
framework on reducing
nitrogen emissions.*

- Eleni Kamari, European Law and Market Integration
- Kishan Mohansingh, Public Policy & Human Development
- Puck Slaats, Global Health & Governance and Leadership in European Public Health
- Valentin Rajon Bernard, European Studies: Int. Relations
 - Gabor Gyenes, Epidemiology
 - Mentor: Katrin Marchand
 - Coach: Jack van der Vlis



Process & Findings

Process

Open and safe working environment - Discussions on previous and future action points - Discussing what has gone well and our challenges - Team building - Hybrid meetings COVID-19 style - Holding each other accountable - Stakeholder and client meetings - Communication is key (and so are food and drinks ;))



Findings

Nitrogen does not adhere to national borders - Lack of data - International and integral policies needed to achieve targeted goals



Tumblr Quote: "Next to working on the project, workshops, and meetings, the five of us have managed to grab dinner together. We enjoy our project meetings and progress very much. However, spending time together outside of the project is as important for team bonding and also fun! :) We are very lucky that we click not only as a team but also as friends!"

Personal Quotes

Eleni: "PREMIUM has taught me the importance of teamwork, to trust my capabilities, and to grow professionally whilst having the best team next to me."



Valentin: "Premium enabled me to go beyond my area of study by acquiring team working skills that will be highly valuable in my future studies and career."



Puck: "PREMIUM gave me the opportunity to gain knowledge and skills, to grow as a professional and individual, and to work together with such an internationally and academically diverse and inspiring group of people!"

Kishan: "The PREMIUM Programme taught me that I can combine and balance my mental health and my professional life; this is something I will take with me in my future career."

Gábor: "During PREMIUM I developed a better relationship with my professional life and had the chance to experience working in an international project group."

PREMIUM TEAM KEY2ADVANCE

"Team KeyTreat"

key2advance

*Project Aim:
Investigate how retreats
focusing on "Self" can
be used for different
audiences and how it
may be constructed into
a viable business plan.*

- Laura Wallossek, Developmental Psychology
- Lieke Dortmans, Health Education and Promotion
- Aisling Moylan, Media Studies: Digital Cultures
- Anna Villaricay, Media Studies: Digital Cultures
- Elena Pöhlmann, IB: Entrepreneurship and Business Development & Organisation: Management, Change & Consultancy
- Mukesh Vashisht, Globalisation and Law
- Mentor: Susanne Maris
- Coach: Adina Petre



OUR EXPERIENCE

It all started at Laura's house,
Where we were challenged by a riddle horse.

Frustration is where we began,
But harmony came with a big bang.
Finding balance was a constant thing,
But each of us had trust to bring.

We trusted the process,
We trusted one another,
In the end we impress,
Like no other.

Word.

HOW IT WENT...



On this team, we're all united in a common goal . . .
to get the PREMIUM certificate.



Mentorship opportunities and learning new skills at every stage of the project.



Invaluable support systems of our team.



Enhanced our professional and personal competencies through workshops.

PREMIUM TEAM MANEUVRE.CO

"Team Frame-Work"

MANEUVRE.co

*Project Aim:
Help this strategy firm
to develop a holistic
guide for new
entrepreneurs.*

- Maya Callens, Biomedical Sciences
- Ana Stokman ten Brinck, Health and Social Psychology
- Frederic Freitag, Public Policy and Human Development
- Elisabeth Nagel, IB Organisation: Management, Change and Consultancy
- Andrei Mititelu, IB: Sustainable Finance
- Mentor: Susan Schreibman
- Coach: Laura Smeets

FRAME-work

X

MANEUVRE.co



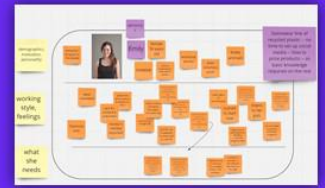
MANEUVRE.co

FRAME-work Airlines

→ Together we create a FRAME-work for Maneuvre

Our Passengers

- Maneuvre
- Their Clients (Personas)



In-flight services

- Design
- Personal Touch



Flight Plan

Miles for
1. Social Media/ Marketing
2. Organising Business Life

3. PR Basics
4. Business Basics
5. Well-Being

Flight Destination

- Problem
- Story of Guides
- Relevance
- Guides for Start-Ups

Having the opportunity to work in a highly diverse team on a project outside of my studies challenged me & enabled me to grow as a person. As with any project or group, there were ups & downs, but ultimately, we are satisfied with the results. My biggest takeaway is: take your time to communicate!



**NICE
WORK**

I absolutely loved the workshops that we were able to follow. I also loved that we got to meet & work with different types of people during this project. I will look back fondly on the time I spent with my PREMIUM team! ❤️

Thank you for an amazing time with you 4. I learned a lot during the amazing workshops, but I learned the most about working & overcoming problems with the team. We can be truly proud of our final product!



All the events & activities experienced throughout PREMIUM were highly value-adding to me & my skills. The drive & dedication with which we worked towards the goal were beyond my expectations. Our commitment led to the best results. I can't be more thankful.

Working with 4 other amazing teammates from different disciplines pushed me out of my comfort zone & was an incredible experience. Furthermore, the several workshops taught me many useful skills I can see myself applying in the near future. I am grateful to have had the opportunity to experience PREMIUM and I will never forget the way it has shaped me. ❤️

PREMIUM TEAM MARRES

"Team Senselab"



Marres

*Project Aim:
Explore to what extent
sensory knowledge is used
in fields of work, and how
knowledge of sense and
training in senses can be
beneficial to the way we
work.*

- Annemieke Verbaan, Biomedical Sciences
- Mahrukh Akhtar, Medicine and Clinical Research
- Chloe Pronovost-Morgan, Cognitive and Clinical Neuroscience
- Aameena Ali, Media Studies: Digital Cultures
- Caroline Da Silva, Economics and Strategy in Emerging Markets
- Lea Marie Krapp, Work and Organisational Psychology
- Mentor: Ike Kamphof
- Coach: Lijsbeth Bruens



Realizing that the senses are not just experiences you feel for leisure; they are the way we perceive the world around us as well as our inner reactions to it

A means to become better observers, learners and listeners

A tool for growth

A form of resistance to “autopilot” mode

As much fun as it is useful

TRAINING THE SENSES IS...



GOING FORWARD...

We will keep working at the intersection of the arts and sciences

We hope that our product support students to explore the senses and to gain an understanding on how relevant these are to our (professional) lives.

We hope to inspire others to be “explorers” and make their learning experience fun

We will keep seeking out interdisciplinary work environments

We will integrate professional and personal skills we developed through Premium



PREMIUM TEAM POLITIE LIMBURG

"Team PREMIUM Operation Limburg"



*Project Aim:
Help the Limburg Police in
creating a sustainable cross-
border strategy in tackling
the problem of drug waste
dumping in nature.*

- Thomas Fodor, Medicine
- Anna Schützenhofer, Forensic Psychology
- Julia Greis, Legal Psychology
- Alexandra Yazbeck, Forensic Psychology, Criminology and Law
- Famke Quist, European Studies on Society, Science and Technology
- Elinor Edem, Forensic Psychology, Criminology and Law
- Mentor: Anna Sagana
- Coaches: Birsen Erdogan & Maureen van Brandenburg



KNOWING THE PROCESS

What we've learnt during the premium experience



UMPremium x Politie Limburg

KNOWING EACH OTHER

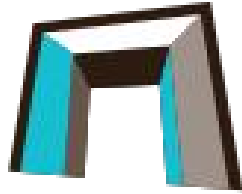
"Different people bring different skills to the team. It's about recognizing everybody's strengths and weaknesses and allocating tasks in a manner that is resourceful but also allows individual team members to try new things and challenge themselves."

Famke (Team Leader)

UMPremium x Politie Limburg

PREMIUM TEAM PORTA MOSANA

"Team Global Students Initiative"



PORTA MOSANA
COLLEGE

*Project Aim:
Develop a set of hands-on workshops oriented towards Global Citizenship Education for a bi-lingual secondary school in Maastricht.*

- Agata Jagusiewicz, Governance and Leadership in European Public Health
- Jenni Zirener, Health Education and Promotion
- Isabell Schmidt, Cognitive & Clinical Neuroscience
 - Lana Hagedoorn, Arts-Klinisch Onderzoeker
 - Zuzana Hellerova, European Public Affairs
- Mentor: Arie van der Lugt
- Coach: Annette Schaafsma

OUR HOPES FOR THE FUTURE

FOR THE PROJECT

TO HAVE MADE A POSITIVE, LASTING IMPACT ON THE PUPILS

TO HAVE CREATED TRANSFERABLE KNOWLEDGE FOR OTHER SCHOOLS + FUTURE YEARS TO COME

FOR US

TO STAY IN TOUCH AS A TEAM AFTER THIS WONDERFUL EXPERIENCE HAS ENDED

TO BE ABLE TO KEEP LEARNING FROM EACH OTHER

PORTA MOSANA

GLOBAL STUDENTS INITIATIVE



THE WORKSHOP EVENT - FEEDBACK



I learned a lot about myself

I'd like to be the best person I can be

Never put yourself above others when you are a leader

It's important to be open-minded towards everyone

The provided insights are useful for my whole life

There was a perfect balance between interaction and theory

I did not expect it to be this much fun!

If I do something 'wrong' (bias) then I can learn from it and do it differently in the future

PREMIUM TEAM STEDIN

"Team Changels"



*Project Aim:
Help this change-office of a
grid provider to create a tool,
measure or intervention that
they can apply in their
change portfolio to help
their workforce adapt to
change in the workplace.*

- Kayleigh Oosterveld, Global Health
- Domiziana Giliberto, Neuropsychology
- Lena Hering, Work & Organisational Psychology
- Ege Yalcin, Work & Organisational Psychology
- Anasuya Malgie, International Laws
- Mentor: Arie van der Lugt
- Coach: Ortrun Merkle



Measuring the Change-
Readiness of Stedin
Employees

By: Anasuya, Ege, Domiziana, Lena, & Kayleigh
The change-angels

Timeline- the end of the fairytale

STEP 2



Preliminary Research
DEMO 3 (03-09-2022)

STEP 4



Deciding on a solution
DEMO 5 (04-06-2022)
Visiting Stedin (04-08-2022)

STEP 6



Testing the tool
DEMO 7 (05-04-2022)

STEP 1



Define the problem
DEMO 1 & 2 (02-09-2022 +
02-23-2022)

STEP 3



Investigate potential solutions
DEMO 4 (03-23-2022)

STEP 5



Developing the tool
DEMO 6 (04-20-2022)

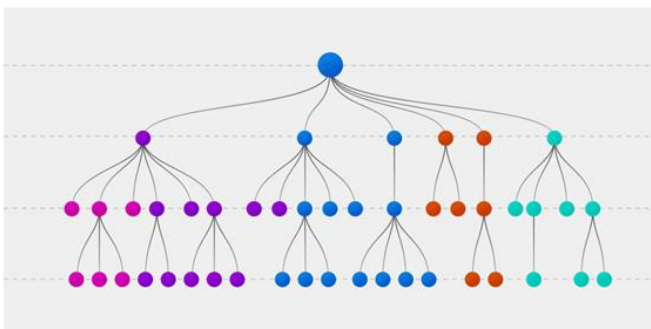
STEP 7



Evaluation
DEMO 8 (05-18-2022)

Decision Tree

- 24 scenarios with a total of 96 options to choose from
- Measuring 4 factors of change-readiness
 - Motivation
 - Communication
 - Cohesion
 - Stress



Final Product



PREMIUM TEAM SSC REFUGEES

"Team ELPEEDA"



*Project Aim:
Help this department of
the SSC to develop a plan
for UM's Executive Board
that will help students who
become refugees during
their studies.*

- Saja Abusulttan, Global Health
- Anaïs Kraïem Ben Rached, European Studies, Global Challenges
- Diane-Estelle Ngatchou-Djomo, Public Policy and Human Development
- Lucia Arroyo Carriedo, European Studies: Global Policy and Governance Challenges
- Rabab Nezam El-Din, Epidemiology
- Wiktorina Nadolna, Economics and Strategy in Emerging Markets
- Mentors: Anna de Jong & Annick v.d. Eshof
- Coach: Petar Petrov



Our experience

- Several stakeholders are involved. We were able to establish great connections with all the stakeholders.
- The interviews we were allowed to have with students were very insightful, yet fragile. We learned how to deal with these topics and to respect boundaries.
- The project was extremely insightful. We learned how big the situation and how many students it is affecting.
- There is so much that has to be considered to create a crowdfunding! Lot's of creativity and critical thinking is required.
- Our client, Luc, was very open for discussions and ideas. This way we could form our project into something that was realistic, yet impactful!
- As a team we developed tools on how to maintain overview on all the different big tasks.

Going forward

01

UM HAS LOTS OF OPPORTUNITIES TO CONTINUE HELPING STUDENTS BECOMING REFUGEES - ALL OF THEM ARE CONTAINED IN OUR BOOKLET

02

WE RECOMMENDED OUR CLIENT TO CREATE A WORKING TEAM FOCUSED ON SUPPORTING THOSE STUDENTS

03

WE CREATED A BUDGET DRAFT THAT OUR CLIENT CAN DEVELOP ONCE HE HAS A TEAM

PREMIUM TEAM TRENDS4FI

"Team Art and Finance UM"



Trends4fi

Your tool for financial investigation

*Project Aim:
Research the dynamics of
donating artworks and art
collections by charitable
cultural organizations, and
money laundering and tax
evasion risks that come
into play.*

- Linus Pohl, European Public Affairs
- Marie-Christin Manke, Forensics, Criminology and Law
 - Maria Kvarving, Legal Psychology
 - Paul Toll, Public Policy and Human Development
- Pia-Zoe Hahne, Cultures of Art, Science and Technology
 - Mentor: Christoph Rausch
 - Coach: Judy Nesbit



Marie-Christin Manke, Pia-Zoe Hahne,
Maria Kvarving, Linus Pohl, Paul Toll

Our Project



Trends4fi looks for current and future issues concerning Financial Crime. Our group focused on the issues of Money Laundering and Tax Evasion connected to Philanthropic Practices in the Art Market.

For this, we:

- reviewed literature
- conducted interviews
- wrote a final report and brochure with our findings and recommendations.



It's Been a Roller Coaster 🎢

Unforeseen Challenges:

Coordinating Schedules

Finding Interviewees

Finding the Ideal End Product

Lessons Learned:

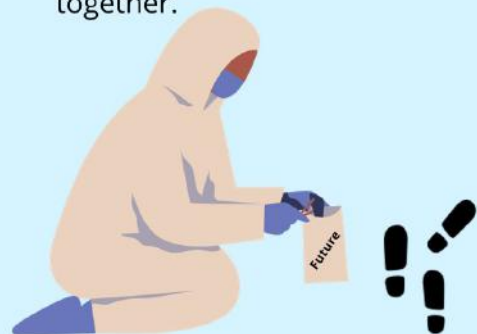
The Value of Communication

The Importance of Self-Organisation

Setting Clear Goals (small and big)

Our Experience

The PREMIUM Project really showed us what such long term group projects are all about: It's not always going smoothly. There are up and downs along the road, but ultimately the most important thing is that you overcome those obstacles as a group, and grow individually and together.





.11

YEARS RUNNING

The first PREMIUM cohort started in 2011, and the programme has since grown in size and reputation in and outside Maastricht University.

.102

GRADUATES

This year, 102 PREMIUM students successfully completed the PREMIUM programme and join the network of over 1.000 PREMIUM alumni.

.20

PROJECTS

In 2021-2022, PREMIUM students worked on 20 projects of 20 different clients. Varying from multinationals, to NGO's, (local) businesses or governmental organizations.

.29

NATIONALITIES

PREMIUM Teams are not just composed of multiple academic disciplines, but also many different nationalities. This year alone, we welcomed students from 29 different countries.

.45

(ACADEMIC) STAFF

To support our students and clients, this year we counted on the continuous support and dedication of 45 staff members as project mentors and competence coaches.

PREMIUM MAY BE CONCLUDED...

But your journeys continue





PREMIUM ALUMNI

Since the start of PREMIUM in 2011, we are proud to have seen more than 1.250 PREMIUM students receiving their certificate and entering the next phase of their professional life!

Every year at the end of the programme, we reluctantly say goodbye to you all, having enjoyed following your development into young professionals. So, if you are just as bad in saying goodbye as we are, then please stay in touch as a PREMIUM alumnus..

BEING A PREMIUM ALUMNUS

Stay in touch with your former fellow students, via the LinkedIn page/group and during the PREMIUM reunions.

Use the PREMIUM network to find a job, associates, set up partnerships, or to find talented graduates.

Help to shape a new generation of PREMIUM students, by being an ambassador and recruit new students, by being a client yourself, by being coach or mentor, give guest lectures, or by joining our panel of professionals to be a sounding board for current students.



THANK YOU ALL

Stay well, stay excellent,
stay awesome



THANK YOU STUDENTS, CLIENTS, MENTORS AND COACHES!

Dear students, coaches, mentors, and of course clients, yet another fantastic year of PREMIUM has come to a close. We are proud to announce that 102 students successfully completed their challenging assignments within an interdisciplinary team, actively participated in various workshops, and have started their personal quest towards developing professional skills and competencies.

The high level of professionalized education, project guidance, coaching and subsequent student achievements we have established in PREMIUM up to this moment, could not have been realized without all your energy, drive and commitment.

To our clients, coaches and mentors, we hope that we may count on your contribution yet again in a future edition of PREMIUM.

To our students, we would like to use this opportunity to wish each and everyone of you all the best for your futures, whether you are pursuing further education or going off into a professional career.

You now have this seal of approval that you all are excellent students. And you probably all are on your way to very inspiring and successful career paths. We hope you are able to define your unique selling points as a young professional, and that PREMIUM has provided you with a new set of skills that will give you that extra push to make a difference.

Some of you have things already perfectly figured out, some of you might not have a clue at all to what your supposed career ought to be.

To that last group, but also to the first group, we would like to say that a career is a journey, not a destination. A certain position doesn't define your career, it's the skills you have that do.

To those of you who already have everything figured out, don't be afraid to put yourself out there and be vulnerable. It's okay to acknowledge a need for help and willingness to learn. More professionals should do so, you're never done learning.

We hope that you stay in touch and that PREMIUM has been a meaningful experience. Take care and stay awesome!

**Fabienne Crombach, Anna Marino
Marie-Lou Mestrini, Arie van der Lugt, Jascha de
Nooijer, Ike Kamphof, Annick vd Eshof
and Bas van Diepen**

PREMIUM Coordinating Team 2021-2022



"PREMIUM has taught me the importance of teamwork, to trust my capabilities, and to grow professionally whilst having the best team next to me" - Eleni Kamari (Team ITEM)

"I really want to thank the PREMIUM Team for the opportunity to participate in the programme. It was quite the investment however I really enjoyed all the workshops, coaching and the project. It was challenging, enlightening and fun. I'm certain that I learned a lot from this experience Thank you!" - Jeroen Kopczinski (Team AppsForce)

"As it turns out, the process is just as valuable as the end result. This is surely something I will take away from PREMIUM into my future" - Roeland Pol (Team IRIS DESIREE CLAESSENS)









"It was a fun and very eye-opening experience to cooperate, share ideas and build something together with people from completely different domains" - Ieva Aliukonyte (Team IRIS DESIREE CLAESSENS)

"For me, PREMIUM has been a window into the real job market. It gave me the means to identify what to be aware of and how to face it." - Francesca Battipaglia (Team AppsForce)

"I'm so glad I participated in PREMIUM. In the different workshops, I gained skills that are actually useful for my future, and I also learned a lot about myself through the coaching. But the best part was that I met so many like-minded people!" -Elena Pohlmann (Team Key2advance)

Premium has really taught me how to navigate the ups and downs of a team process, and how important it is to leverage everyone's individual strengths and weaknesses!" - Quincy Aitatus (Team Ekwadraat)





Contact Us Here:

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Our Office Hours

Mon – Fri: 9:00 to 17:00

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