

Vacancy internship project: Research on German market potential and developing a trade-off framework for future projects

ABOUT GOUDAPPEL

At Goudappel and Dat.mobility we are experts in the field of mobility. We connect our expertise on integrated solutions for the journey of today and the world of tomorrow. We contribute to accessibility, quality of life, safety, sustainability and economic vitality in the Netherlands and abroad.

Within our organization, we think highly of students and attach great value to interns and graduates. New ideas arise and innovative research is carried out by the new generation of mobility experts. This keeps our organization fresh and ensures that knowledge can be shared. In addition, your internship can be an interesting start to your career. You might be our future colleague!

INTRODUCTION

We are also active internationally, both in the field of knowledge sharing and in terms of providing mobility advice. For our activities outside the Netherlands, we often cooperate with local partners. To cooperate we look specifically for similar organizations that affiliate and complement our knowledge and culture. The nature of our international collaborations therefore varies per project or assignment. In Germany, we cooperate with and support the mobility management consultant Fair Spaces: Fair Spaces started in 2020 under the name AEM and is based in Berlin. The emphasis at Fair Spaces is on projects focused on social inclusiveness and environmental consideration.

PROBLEM DESCRIPTION

In Germany (and other countries we work in), the mobility questions that we come across are things that we work on regularly in the Netherlands, but guidelines and requirements can be different in another country. Questions that arise in the context of parking are for example:

- How does parking space management work in Germany?
 - Does Germany have a standard for new construction projects?
 - Which technical requirements and regulations apply?

- Do cities and other governmental organizations have rules and laws that specify (roughly) how many parking spaces must be realized in a new construction project and how does that differ from the Netherlands?
- The same applies to the regulations concerning the design of infrastructure. We know that there are specific German regulations which differ from the Dutch regulation. Often more specific and strict. So, good to know which regulations and where differences occur.

Another situation we come across is that Goudappel uses Dutch based assumptions in our analyses, for example:

- OmniTRANS emissions
- Creating Noise maps

RESULT / OBJECTIVE

Within this project you will create a decision-making trade-off framework for us by gaining valuable insight about the German market potential in different fields, for example regarding parking, design and climate regulations. With the help of your research we will be able to make faster, better and more focused decisions on whether a German Tender is promising and interesting for us at Goudappel. After concluding your project, we have a better knowledge of the German market opportunities and can make faster and more efficient decision-making on possible projects.

ASSIGNMENT

You will conduct a market analysis do answer questions such as:

- What are interesting cooperation partners in Germany?
 - Are there consultancies we can work with for instance in the work field of parking? Focus to be further discussed after an introductory stage.
 - Who are relevant fieldwork parties?
- In which regions should we operate?
 - Which regulatory differences apply between German Länder?
 - Where can we be competitive?
 - What is the political and financial situation in Germany by region?
 - Where is our message politico-administratively interesting?
- What are important regulations in Germany we need to be aware of?

You will answer these questions by conduction desk research and interviews with Goudappel colleagues and parties in Germany to get a better picture what rules and regulations apply in specific circumstances in Germany. Ideally you do these interviews in German.

Next to the assignment you will get the opportunity to get to know Goudappel as a company and support us in projects.

WHAT DO YOU BRING

- You are a student in business administration, economics, a mobility related study or something related to that
Ideally you speak German and have at least a passive understanding of Dutch language. In case Dutch language knowledge is not available a sufficient level of English communication skills are required.

WHAT DO WE OFFER

- Flexible working hours, hybrid working (at home, or at one of our work locations) and good home working facilities.
- We can offer supervision in Dutch, English or German.
- We encourage sustainable modes of transportation through an NS Business Card.
- Active staff association with various activities.
- Young Goudappel & Golden Women: inspiring networks within Goudappel.

INFORMATION

If you are interested in this internship assignment please contact: Sören Bigalke sbigalke@goudappel.nl or Alina Prey aprey@goudappel.nl. More information on Goudappel can be found via www.goudappel.nl.