

Assignment

Living Lab EnTranCe

Title assignment: Market & Communication development Mini and Small Wind Turbines.

Client: Professorship Wind Energy in cooperation with wind turbine companies of the PUMSWindT project WP4 (TWE / EAZ / Right Connection / Green Trust/ / OmniWind / Vdesign)

Problem:

The development of small and medium sized wind turbines has been slow compared to their large counterparts. Rural areas in emerging economies still struggle with connections to an electricity grid and therefore, local off grid production using a combination of reliable small wind turbines and other generation methods could be important to electrify these regions. Secondly, in high income areas the population is more and more aware of the need for renewable energy production and hence, private owners of small wind turbines are on the rise. Currently a thorough market and business case analysis for small and medium sized wind turbines is missing. The professorship wind energy at the EnTranCe would like to get a detailed view of the difference between markets and the role that SWT manufacturers could play in them.

Description of the assignment:

The project could encompass amongst other thing on:

- A study on the literature on the subject.
- An analysis of the current market for Small Wind Turbines (developing and developed).

This could be on:

market size (current and future), market trends, market growth rate(s), market profitability, industry cost structure, distribution channels, key success factors (Economics of scale?), social acceptance, and others

- Analyse business cases for manufacturers willing to enter developing markets
- Analyse business cases for manufacturers willing to enter developed markets
- Areas for improvement when implementing SWT's in the different markets

The areas/countries for which the analysis will be done is free to be determined by the students own interests in agreement with the professorship.

Next to the above mentioned studies, the actual implementation of the market development is desired:

- Communication/promotion development
- Web site development, new marketing channels

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Suitable for students of the course(s):

Students from the School of Communication, School of Business Management, International Business School, Institute of Engineering.

Applicants should have affinity with renewable energy technologies and good analytical skills.

Type of assignment:

Master / Bachelor - Graduation

Period:

Semester 1 September - January

Semester 2 February - July

What are we, and where do you find us?

The Living Lab EnTranCe is the place where students work together with teachers, researchers, the business community, governments and/or civil society organisations on complex issues. We do this at the following locations:

- Location Proeftuin, Zernikelaan 17
- Location Energy Academy Europe, Nijenborgh 6.

What do we offer?

Interesting, topical and multidisciplinary research assignments in the field of energy transition.

Space for collaboration with lecturers, researchers, lecturers and the professional field.

Guidance within the innovation workshop by theme coordinators, project leaders or experts.

Are you interested?

Then please contact us:

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