

# eye-Contact

Issue 6 1 September 2003

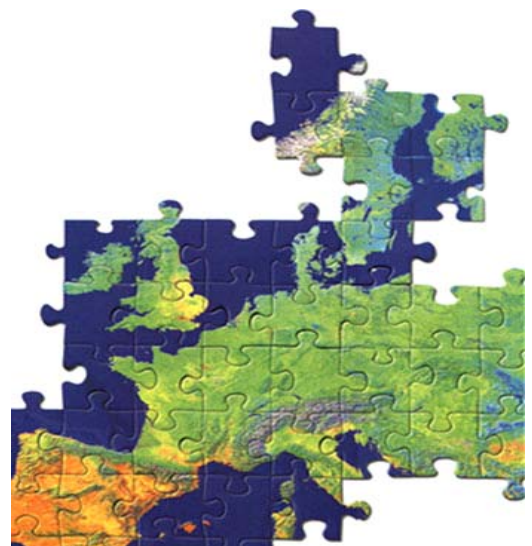
The Journal of the European Young Engineers

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*Danfoss*

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## Insight EYE

### A project on the move – an update on Cologne 2003

The most important information right to the beginning: Registration for EYE@Cologne has started and we could for the time being extend the deadline for the Youth Hostel accommodation until the 17. September. Therefore, hurry to get hold of your places!

Of course registration is possible until late October, but we can't guarantee youth hostel accommodation and you have to check availability of rooms!

Registration includes also subscribing for the different company visits and seminars – first come, first serve. Payment can be made via Credit Card or on the spot.



*Kölsch and "halver Hahn" – your standard meal in Cologne*

If you want to stay longer (earlier arrival or later departure) you can contact the youth hostel. They have capacities for the night before and after the EYE weekend (status as of early August): [www.jugendherberge.de/jh/koeln-riehl](http://www.jugendherberge.de/jh/koeln-riehl)

There are some slight updates of the schedule, e.g. Check-in on Friday begins at 11 o'clock, Lunch on Sunday ends at 13:30 o'clock. There will be a follow up on EYE Action Plan (Saturday afternoon, after the Seminars). We made the program on Sunday a bit more relaxed: we will certainly take more time for breakfast ☺ and council members can take part in the cultural tour as well. For the latest version please check [www.vdi.de/eye-2003-cologne](http://www.vdi.de/eye-2003-cologne) – Program.

There is a slogan for the party now: "Carnival", as we are in the famous capital of "colognian carnival" ("Kölscher Karneval"). The season starts every year on November 11<sup>th</sup> at 11:11 o'clock, so it is not a whole week old, when we party. Please, bring a fancy carnival dress with you. Does your city or country have its own carnival tradition? So you may want to bring a typical dress of your country with you?

Last but not least we have chosen the destinations for the cultural tours. We will offer visits to the Chocolate Museum, Sports & Olympic Museum, guided tours to the famous Cologne Cathedral (Dom) and a guided walk to Cologne City. Well, that is it for the moment. You will find more information on the website.

See you in Cologne!

*Philipp Brzenczek*

### EYE@Cologne – company visits and seminars

There are two main blocks for the professional background and development:

**a) Company Visits:** following our conference motto "engineers and the media world" we offer visits to two broadcasting stations, the WDR and Deutsche Welle. We will learn how engineers can contribute to the production and transmission of radio and TV programs. A more "traditional" target for engineers, especially civil engineers, represents the Federal Highway Research Institute. It researches on streets and highways, the "veins" of our modern civilisation. The companies Ford and Deutz linked to that by producing cars and engines. So everyone will find an appropriate topic of interest!

**b) Seminars:** Seminars driven by professional trainers with enough time to guarantee intensive training are a special focus of this EYE conference. Susanne Ihsen from VDI Headquarter Düsseldorf managed to acquire a number of high quality soft skill lecturers. Therefore, we are proud to offer among others:

- Decision making within Teams: Solving problems and conflict situations by making decisions
- Doing Business in Europe: Success through intercultural sovereignty
- Intercultural competence: The challenge of working in culturally diverse project teams
- Cooperative Project Management: Recent developments in the area of Project

Management

- Nationale & Internationale Etikette im Business: Umgang und Einstellung bei der Arbeit "zu Hause" und im Ausland (two seminars will be held in German. Therefore, who ever would like to practice his or her German, please do not hesitate to join these seminars!).

For a complete overview on the Conference, please visit our Website [www.vdi.de/eye-2003-cologne](http://www.vdi.de/eye-2003-cologne). Best regards - See you in Cologne!

*Philipp Brzenczek*

## EYE Family

### A new way of studying practical engineering

Excellent Engineering Education is important to all nations, not to mention Finland with its strong focus on engineering industries. That is the Faculty of Technology in Helsinki Polytechnic has started developing a new approach for the engineering education.

Total Project Learning is a response to the challenges of major changes in technological environment. This transition involves a change from a routine mode of operation to systematic sensitivity to technological change. This signifies a change from the mode of maintaining a system to creating new systems.

The old model was based on a collection of separate subjects and courses. Learning was controlled by individual written tests. This kind of approach can lead to fragmentation. The aims and objectives become incoherent from the student's point of view. This approach can lead to overlapping learning entities and frustration. The common dropout problem can be a symptom of this.

The new solution is based on using a sequence of real-world learning projects. These projects function as the vehicle for gaining an effective and continuous learning process.

The learning process of TPL starts with small-scale learning projects involving the student's life and familiar engineering products. As the student's skills develop, they can take on real-time projects from the industry during the four years' long learning period. The process, including a new integrated evaluation system for the students, is optimised on two levels: on

the project and the process level. The themes are selected, formulated and co-ordinated to meet the competence requirements of modern technological environment. Total Project Learning aims to change fluidly in the pace of technological change.

TPL is used in Industrial Management program, which specialises in business-oriented software engineering. Graduates of this program possess insight and technical skills for producing sophisticated software (data and communications networks, databases). They gain business management competencies combined with good language and communication skills. The program aims at specialised global competence in business, software and communication.

Targeted professions include management development positions, especially eBusiness, international marketing and entrepreneurship. The students are requested to study or work abroad. Language proficiency is a prerequisite for participating in the program. For more information: <http://www.teli.stadia.fi/English/>

*Eveliina Paljarvi*

### What does the Danish Engineering Association in Denmark (IDA) offer their young members?

#### **Young Engineers in Denmark – Activities in autumn 2003**

Why is this interesting? At the last four EYE-conferences, the workshops have been an issue for discussion with questions like, "Are we using the right workshop form? Are the workshop subjects the ones people want? In addition, it should not be forgotten what I could bring home to the mother organization that I cannot get at home. The purpose of this presentation of activities for YI (Young Engineers) members is to illustrate what is done in IDA.

Every six months a number of different workshops organized as after-work-meetings or weekend-workshops are offered to the members of YI. These workshops cover a wide range of subjects: From tips and tricks in presentation techniques and how to learn to be a better writer to more personal matters such as taking a MBTI test or learn to decode 'body-language' – everything you wish or without intention communicate without using words. In the middle, we find workshops like how to be a better project manager, understanding your

organization and how to plan your career in the way that suits you. Also represented is a workshop about working abroad.

As a new initiative, introduced this spring, a workshop called 'IDA-tour' is on the programme. Basically, this is a possibility to have three presentations in one night. These presentations are selected out of six possibilities. Subjects presented here are well suited for presentations only, such as rules and rights for maternity (and paternity!) leave, and appetizers for some of the workshops briefly mentioned above.

Furthermore, members of YI can participate in various working groups. The EYE-group is one of these, as is the group for technique and ethics who gave a description of their work in the last issue of EYE-contact. In addition, a group that concentrates on emotional intelligence and management exists. Some of these groups continue the work as long as there is a need or interest for them, for instance special task groups, and some of the groups are working on a more permanent basis, such as the EYE-group and the group editing the YI magazine.

Finally, a theme weekend for young engineers is arranged every six months. These weekends focus on a subject relevant to young engineers, but also serve the purpose of creating and maintaining networks. A working group in YI arranges the weekend, and a new group is appointed for this task each time the weekend is being held.

I hope that this gives a picture on what we do in Denmark and what we offer our young members at the moment.

*Tine Gertsen*

### **New task force member: Philipp Brzenczek**



"Hi folks! My name is Philipp Brzenczek, and I am the project leader for the organization of our next Conference in November. I am 31 years old and have graduated in Geophysics at the University of Karlsruhe, Germany.

After my study, I obtained my first job as a consultant for Personnel Management Systems at Frankfurt. Currently I am working in Munich as

a project manager for a R&D project in the Automotive Industry. Except little breaks, I have worked for the VDI student section (suj) since 1996. At the moment I am responsible for several issues in VDI and EYE: As a member of the suj board, I am responsible for the area of knowledge management. Moreover, I coordinate the activities for the organization of EYE@Cologne in close cooperation with VDI headquarters in Düsseldorf. Finally, I have assumed the position as a Task Force member to report on the EYE@Cologne project status and to have direct access to the lessons learned from other Conferences. Now you can add my girlfriend into this list and you have all of my hobbies. Working voluntarily like this takes a bit of energy sometimes, but I find it fascinating to see organisations like EYE and VDI suj evolving and developing. And I would like to be in the middle of it instead of just near by!"

*Philipp Brzenczek, [philipp.brzenczek@arcor.de](mailto:philipp.brzenczek@arcor.de)*

## **Europe EYE**

### **Controversial new strategy for a future EU-Chemicals Policy**



A current cause for a conflict within the EU is the draft regulation of a new system. It has been developed jointly by the Enterprise Directorate-General and the Environment Directorate-General, called REACH – Registration, Evaluation and Authorisation of Chemicals - of 16 Mai 2003 based on a Commission's White Paper of 27 February 2002 on a 'Strategy for a future Chemicals Policy' as a means to reach a policy in alignment with sustainable development. On the one side, the draft sets out that the modern society is entirely

dependent on the benefits of chemicals and their vital contribution to the economic and social wellbeing of citizens. That is why, the draft mentions the essential significance to maintain and improve the efficient functioning of the internal market and the competitiveness of the chemical industry.

On the other side, the White Paper argues that certain chemicals have caused serious damage to human health and to the environment. An example amongst many is asbestos, which is known to cause lung cancer and other diseases. Thus, a matter of concern is the lack of knowledge about the impact of many chemicals before they are marketed.

To face up to the weaknesses of the current EU chemicals policy, the draft by the Commission stresses the importance of a high level of protection of human health and the environment. To safeguard the "precautionary principle" the encouragement of the substitution of dangerous by less hazardous substances where suitable alternatives are available is one of the proposals. Yet of more concern are proposals to make the industry responsible for safety, to extend the responsibility along the manufacturing chain, the authorisation of substances of very high concern and to increase transparency.

As industrial lobbies argue, the plan is fraught with problems. Many of the proposed rules are impracticable and impossible to fulfil, asserts the Association of chemical Industry (VCI). Matters of concern are likely higher prices for the development and the bringing onto the market of chemicals caused by higher standards, which might entail less innovations and disadvantages for European companies unlike their competitors of other continents. The same applies for the proposed higher standards of transparency that might be a possibility for companies to profit of European knowledge not sufficiently protected by the new policy, the industrial lobbies arguing. On the other side, Greenpeace argue that the draft is already watered-down by industrial lobbying. In addition, an 8-week period for internet-consultation has come up with 6300 comments, recently. Therefore, a lot remains to be done for the EU-Commission to put their plan into practice. **See for more information:**

<http://europa.eu.int/comm/enterprise/chemicals/chempol/whitepaper/reach.htm>

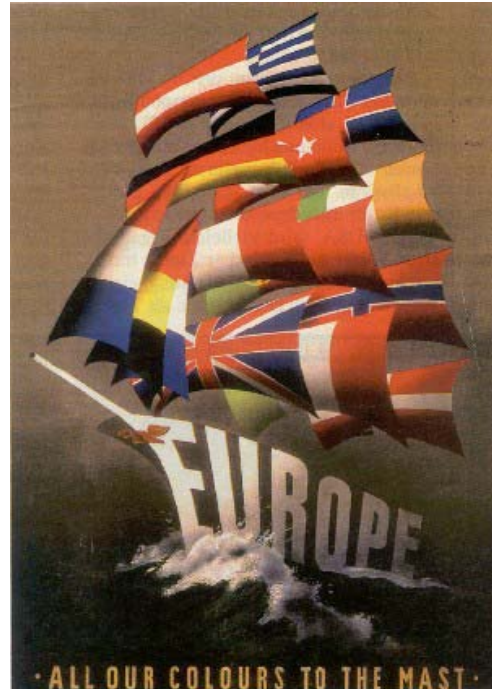
Alexander Renz

## European Union fights spam

Everyone knows the problem of annoying and useless e-mails no one wants to read.

Those so called spam block our accounts and make us wonder how the sender got our e-mail address. For enterprises, it is even worse: it takes a lot of time and money to deal with spam.

The European Commission therefore fleshed out plans to fight spam.



The EU was a first mover on the legal front by adopting in July 2002 a Directive ((Article 13 of Directive 2002/58/EC on Privacy and Electronic Communications) that will lead to a pan-European 'ban on spam' to individuals by October 2003 at the latest. By then, Member States have to have implemented the EU Directive on Privacy and Electronic Communications by putting a 'ban on spam' into national legislation.

With a small exception covering existing customer relationships, this directive states that email marketing is allowed only with prior consent. This 'opt-in' regime covers both email and SMS messages received on any mobile or fixed terminal. Member States can also ban unsolicited commercial e-mails to businesses.

In addition, the European Commission expects Communication on spam to be adopted in autumn. The aim is to focus on "effective enforcement, notably through international co-operation, technical measures for countering spam, and consumer awareness," it says.

It is estimated that before the end of the summer, more than 50 percent of global email traffic will be spam. For 2002, it already cost EU-based businesses up to € 2.5 billion, in the form of lost productivity and misused computer resources.

Other actions outlined recently by the EU address the various legal, technical and educational facets of spam. Member States, industry and consumers are all expected to contribute to an effective implementation: measures include enforcement by public authorities, co-operation within industry (filtering, codes of conduct), consumer (and industry) awareness, as well as bilateral and multilateral international co-operation.

Since most spam comes from outside the EU, international co-operation is a key element of the Commission's response. During a visit to the US Federal Trade Commission in June, EU Commissioner Erkki Liikanen stressed the need for a global approach to what is a global problem. He offered to host an OECD workshop on spam early in 2004 to bring together experts from the different regions of the world. The EU has also asked that the issue of international co-operation in the fight against spam be included in the Action Plan to be agreed at the forthcoming World Summit on The Information Society. This conference is going to be held in Geneva on 10-12 December this year, in order to focus political attention on the mounting problem

*Angelika Wessels*

### **EU Commission adopts new measures to combat climate change globally**

The European Commission recently adopted a new initiative to combat climate change globally. The proposal for a new Directive will allow European companies to carry out emission-curbing projects around the world and convert the credits earned into emission allowances under the European Union emissions trading system.

The EU recently decided to introduce an internal emissions trading system from 2005 onward, which shall limit carbon dioxide emissions from a wide range of industries.

The emitters will get annually allowances, figured out within national allocation plans.

The companies will be required to match these

allowances. In case they stay below their limit, they can sell the exceeding allowances to other companies, which produced too many emissions or keep them for later opportunities.

The idea is to reduce emissions in the frame of the UN Framework Convention on Climate Change on the lowest possible cost for economy.

In addition to the new Directive, the new proposal of the Commission will give the opportunity to reduce emissions with the help of emissions-reducing projects carried out anywhere in the world. After it is ensured that those projects result in measurable and long-term benefits in the framework of the Kyoto protocol, Member States will be allowed to convert such realised credits into allowances under the EU emissions trading scheme to trade with.

For the full text of the proposal, please visit:

<http://www.europa.eu.int/comm/environment/docum/index.htm>

*Angelika Wessels*

### **EYE Opener**

#### **The Worldwide Gathering of the Building Services Industry, 24-26 September 2003**

**Edinburgh International Conference Centre, Scotland**

#### **The partnership of CIBSE and ASHRAE**

Every four years CIBSE (The Chartered Institution of Building Services Engineers) the building services professional body for the UK, Europe and the US equivalent ASHRAE (American Society of Heating, Refrigerating and Air-conditioning Engineers) join forces to host the worldwide gathering of the building services industry. This special partnership provides the building services industry with a unique global learning and networking opportunity and the 2002 event will be the seventh of its kind.

#### **The conference theme for 2003**

The conference title will be "Building Sustainability, Value and Profit". Few would dispute that the future need is for the creation and maintenance of 'sustainable buildings' and this objective encompasses the entire spectrum of the building industry, from conception, design and construction, and on particularly to its energy systems, their operation and

maintenance. The difficulties lie in how the industry can deliver sustainable buildings and still remain profitable and deliver value to clients. The conference is designed to tackle this complex issue and offers advice and guidance as well as practical examples of how the building industry is approaching these goals. Bringing the industry together at the conference offers a unique and powerful opportunity to develop valuable and profitable sustainable building solutions and move the industry forward for the benefit of all.

### **The conference programme**

The conference will focus on providing *practical examples* and guidance on how the construction industry is working together. Clients are demanding that buildings comply with the new building regulations and as a result, the Building Services Engineer is now a pivotal role in this process.

From building design; to the selection of systems and materials; to the installation and management of the building and its system, the conference will explain how to achieve all elements and still deliver value and profit. Pre- and post occupancy analysis is featured so that we can learn how effective (or otherwise) the final product has been.

To cater for the large contingent of students at the conference, special sessions have been devised which will be held following the plenary sessions on both mornings. These sessions have been specially created to ensure that students get the most from the conference.

### **Exhibition**

Alongside the conference an exhibition of 50 or more stands will enable attendees to spend time looking at new technologies and products available to building services. The exhibition is seen as an important and integral part of the conference. The exhibition provides a unique opportunity for organisations to promote new products and services to a wide audience, helping to facilitate the exchange of information for the benefit of all.

### **The social programme**

A complete social programme has been devised to ensure that there are plenty of networking opportunities during the conference.

The evening welcome reception will be held at Edinburgh Castle on the arrival day.

Attendees and their spouses are invited to attend a traditional Scottish Gala Dinner on the second evening at Hopetoun House.

Optional technical tours are on offer on the first day of the conference for those interested in viewing some of the impressive and architecturally appealing buildings in and around Edinburgh's city centre.

### **Golf**

For those who might be planning some golf during their visit to Edinburgh, special arrangements have been made to play at some of Scotland's top venues. Further details will be available on the conference brochure. Pre-booking is strongly advised, as places are limited.

### **Spouse programme**

A complete spouse programme is offered to those people accompanying their partners to Edinburgh who do not wish to attend the conference sessions.

### **Further Information**

For further information please contact Gemma Haworth at CIBSE, 222 Balham High Road, London, SW12 9BS or call + 44 (0)20 8675 5211 or fax: + 44 (0)20 8675 6554 or email [ghaworth@cibse.org](mailto:ghaworth@cibse.org)

*Gilles Charbonnier*

## **Women in Industrial Research**

### **International Conference 10.-11.10.2003 Berlin**

The German Federal Ministry of Education and Research in co-operation with the DG Research of the European Commission is organising an international conference on women in industrial research in Berlin, on 10-11 October 2003.

The international conference is a key activity of the new EU initiative to promote women in industrial research to achieve the Lisbon objectives for 2010.

The following topics of the conference will be presented and discussed with researchers, managers, EU representatives, Member States, Associated countries, third countries, universities, research centres and other stakeholder:

- Young Scientists – How to motivate more young women for careers in industrial research
- Careers for women in industrial research and good practices of companies

- Enhancing the participation of women in innovation and entrepreneurship
- Improving the knowledge base on women in industrial research
- Top women in industrial research – The relevance of role models, networking, mentoring
- Examples of good practice from companies, universities and research centres from different sectors and countries

The existing gender gap in industrial research must be closed in order to promote scientific excellence, to modernise European research and raise the attractiveness of careers in science in Europe, to make Europe to the most competitive economic area of the world.

The invitation addresses both men and women interested in the modernisation and future development of research in Europe.

*Catherine Ballandras*

### EYE Forecast



#### London 2004

The planning for the Spring Conference 2004 in London is progressing well.

The proposed dates are 25<sup>th</sup> to 27<sup>th</sup> June 2004. The draft programme includes interesting things like a tour on a riverboat from City Hall to the London Eye, workshops "Managing People – Engineering the Business" and the 10<sup>th</sup> Birthday Party of EYE. Penny Thompson and Lisa Kelvey

look forward to welcoming you to EYE London.

*Lisa Kelvey, eye@kelvey.com*

*Penny Thompson, penny.thompson@iee.org*

### EYE to Speak at FIDIC Conference, Paris 2003

EYE will be represented amongst the speakers at the up coming FIDIC conference in Paris. The Young Professionals Forum (YPF), which represents the young engineers groups from FIDIC's member countries, has asked Roger McLaughlin to give a presentation on young engineering activities.

As you may know, Roger is a Task Force and Council member, and will shortly become the new Secretary General of the EYE. He will be speaking on behalf of the ACE (UK) and EYE on the activities of the young engineers in the UK and in Europe.

FIDIC is the International Federation of Consulting Engineers (the acronym represents the French version of the name) and is an international federation of national associations of consulting engineers. The members of each national association comply with FIDIC's code of ethics which calls for impartial advice, competence and fair competition.

FIDIC was founded in 1913 by three national associations of independent consulting engineers within Europe. The objectives were to promote common professional interests and to disseminate information to the members of the constituent national associations.

Today FIDIC membership numbers 67 member associations from all parts of the globe and represents most of the independent practising engineers in the world.

The FIDIC 2003 Annual Conference "**Partners for Responsible Investment**" is being organized as an **international forum** that will be of vital interest to a wide range of participants coming from FIDIC Member Associations, international institutions, public and private clients, and consulting firms.

The conference runs from September 7<sup>th</sup> to 10<sup>th</sup> 2003. Further details can be found at [www.fidic2003.ne](http://www.fidic2003.ne)

*Roger McLaughlin*

**U&EYE**

**EYE Task Force meeting in Brussels**

The meeting in Brussels from the 22<sup>nd</sup> to 24<sup>th</sup> August covered the following topics (a full report including the task list can be downloaded from the eye homepage, category archive):

- The **debriefing** of the **Helsinki Conference** collected remarks and results of the last conference.
- The preparation of the **EYE Conference in Cologne** is running well. Some issues have been discussed in detail. Until now, 45 people have registered. Between 120 and 150 participants are expected. The session on Saturday morning will be used to introduce EYE and the main activities to the audience. In addition, a self-running power-



point presentation will be prepared.

*Jörg Niehoff, Mariska van Cronenberg, Roger McLaughlin, Philipp Brzenczek*

- The **EYE conference in London** has been scheduled for the 25.-27. June 2004. Current activities focus on getting the support and commitment of the relevant organisations. Hotel options for reasonable prices have been booked.
- To optimise the **communication between the EYE Task Force and the conference** organising team, the TF will invite the responsible person for the subsequent conference to the TF meetings.

- The **next issue of eye-contact** will be ready on 1st September 2003. The support from the active EYE members for the articles has been improved. The company Danfoss will most probably sponsor the eye-contact for one year.
- The **EYE action plan** was the main issue of the weekend. A number of priority activities have been defined, responsibilities for certain activities have been given to the Task Force members.
- Roger will represent EYE at the next **FIDIC Conference** in Paris.
- The EYE member organisations will be asked to make a **poster presentation** of their respective organisation for EYE@Cologne. A draft version will be prepared by the Task Force and will be send out to give them a frame for the content.
- The next **TF meeting** will probably take place in January 2004. If necessary, a further meeting in Mai 2004 will be taken into consideration to make a first comprehensive review of the EYE action plan in the run-up to the EYE Conference in London.

*Jörg Niehoff*

**Imprint**

The eye-contact is compiled by the EYE Task Force and puts together articles about EYE activities like the EYE-conferences, the member organisations as well as EU activities relevant for young engineers. EYE takes no responsibility for the content of the articles send in by the authors.

The circulation of eye-contact is strongly encouraged. Please send any comments or articles to the EYE Office in Brussels:

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