



<b>Company / Organisation Name:</b>	Library of Things
<b>Team / Department:</b>	n/a
<b>Address:</b>	3space International House, Canterbury Crescent, London, United Kingdom, SW9 7QD

**Provisional title for project:**

Assessment of potential Library of Things locations to accelerate the adoption of borrowing over buying, boosting local circular economies and helping communities reduce their environmental impact

**Short description of the problem that would be addressed by the project:**

Model the propensity of a population around a location to borrow rather than buy based on demographics, consumer behaviour, borrowing data to date, traffic (vehicular & pedestrian) and local circular economy attitudes and initiatives. Identify the factors that have the greatest impact on the propensity to borrow and the likely catchment area for a Library of Things location.

Desired outcome of the project: A simple 'borrowing potential' scoring system that could be adopted by the team based on the factors with the greatest influence on the propensity to borrow and therefore the likely success (usage & impact) of a Library of Things at that location.

**Short description of the data sources that would be used in the project, and how they would be used**

Borrowing data from existing sites and previous work undertaken to assess locations  
Potential for further data from existing partners (quantitative and qualitative)  
Publicly available demographic & behavioural data

**Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?**

No, all work should be able to be undertaken remotely

**Any issues of data confidentiality and IPR that would need to be resolved**

Use of existing site data and any data from partners would be under non-disclosure agreements

**Essential skills**

Data modelling & analysis with a specific focus on propensity modelling and multivariate analysis

**Desirable skills**

**Preferred degree programmes (if any)**

**Preferred selection method**

**Support and training offered by the company**

We are a small organisation with minimal hierarchy so, while you would have a dedicated point of contact with whom you would regularly meet, you will be supported by and work with individuals across the organisation

**Financial assistance offered by the company**

The organisation will pay the honorarium (£500)

**Any other comments**

For details on how to apply, please visit:

[www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme/details-for-students](http://www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme/details-for-students)