Template for Sponsored Internship Requests, Summer 2019

<table>
<thead>
<tr>
<th>Internship Title:</th>
<th>NUMO intern</th>
<th>Internship Length:</th>
<th>12 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internship Status:</td>
<td>Sponsored: University</td>
<td>Preferred Start Date:</td>
<td>May 16, 2019</td>
</tr>
<tr>
<td>Anchor Manager:</td>
<td>Jyot Chadha</td>
<td>Anchor Manager Grade:</td>
<td>7</td>
</tr>
<tr>
<td>Student Level:</td>
<td>Student Level</td>
<td>Add'l Jobvite Users:</td>
<td>Leanne Kaplan</td>
</tr>
<tr>
<td>Dept/Program/Center:</td>
<td>Cities Program</td>
<td>Initiative/Team within Department:</td>
<td>NUMO</td>
</tr>
</tbody>
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Additional Info & Comments: For Internal Use Only

WRI Overview

World Resources Institute (WRI) is an independent, nonprofit global research organization that turns big ideas into action at the nexus of environment, economic opportunity and human well-being. We are working to address critical challenges that the world must overcome this decade in order to secure a sustainable future for people and the planet: climate change, energy, food, forests, water, sustainable cities, and the ocean.

Internships at WRI are learning experiences designed for current students, recent graduates, or other candidates who wish to gain knowledge about a specific area of our work. We strive to attract diverse, intellectually-driven candidates who have a passion for sustainability and development. WRI provides many internship opportunities throughout the year in all our programs.

WRI is committed to advancing gender and social equity for human well-being in our mission and applies this principle to our organizational and programmatic practices.

NUMO alliance Overview

NUMO is a global alliance that channels tech-based disruptions in urban transport to create joyful cities where sustainable and just mobility is the new normal. Founded in 2019 as an outgrowth of the Shared Mobility Principles for Livable Cities, NUMO convenes diverse allies and leverages the momentum of significant revolutions in mobility to target urban issues — including equity, labor, governance, safety and data privacy — impacted by the shifting transportation landscape. NUMO is hosted by WRI Ross Center for Sustainable Cities. For more information, visit www.numo.global.
Internship Summary

Car ownership has become essential to access work, education and social opportunity in the U.S. At an average cost of over $8000 a year, owning a car is a huge economic burden for both individuals and families. Cars are also expensive for society, demanding massive infrastructure investment and negatively impacting our health, environment and climate.

We believe that there is an opportunity to break this stranglehold of cars with the growth of new shared micromobility services (shared bicycles and scooters). Today more than 50% of all trips in the US are 3 miles or less, with over 70% of these trips taken by car. Micromobility could provide a credible alternative for these shorter trips while slashing carbon emissions, reducing urban air pollution and combating congestion. Such a shift will mean not only changing our infrastructure and regulations, but also people’s mindsets and behaviors.

This internship is to support the NUMO team in developing a new and experimental project on nudging behavior and shifting cultural norms in the U.S. The intern will work with the team to understand how behavior science and campaigns have been used in other sectors and apply these learnings to how people make choices on what transport mode to use. In addition, the intern will be responsible for studying how social media is being used by the “new mobility” and “sustainable mobility” communities and developing a “library” of memes related to the topic.

Learning Outcomes

The intern will gain experience in the following areas:

- Learn about the growing field of behavior science by researching, documenting, and evaluating impacts of projects (such as campaigns) undertaken in other sectors.
- Apply learnings from other sectors to help design a program focused on nudging people to walk or use micromobility (bicycles, scooters, etc.) instead of cars to make short trips.
- Develop experience in conceptualizing and setting up a research project through your work to understand how social media is being used by the “new mobility” and “sustainable mobility” communities.
- Compile a beta repository of sustainable mobility memes and develop strategies to test how the repository might be used by urban stakeholders.

Internship Qualifications

- University-sponsored: You must be a current student at a university participating in WRI’s summer internship program.
- Preference will be given to students with an interest in sociology, anthropology, and digital communications platforms.

- Experience managing social media platforms or developing digital platforms is a plus.

**General Internship Requirements**

- Applicants must have personal health insurance coverage.

- U.S. work authorization is required for this opportunity. WRI does not sponsor interns for visas.

**Compensation:** University-sponsored: This position is dependent on the student receiving compensation or academic credit from their university program. WRI does not offer compensation for this internship.

**Duration:** This is a full-time, 12-week summer internship with start date options of May 16, June 3 or June 17, 2019, based on the student’s availability and need for the project.

**How to Apply**

Applicants must apply through the WRI Careers portal to be considered.

*The World Resources Institute ([http://www.wri.org](http://www.wri.org)) is an environmental and development research and policy organization that creates solutions to protect the Earth and improve people’s lives. As an Equal Opportunity Employer, it is WRI’s policy to recruit, hire, and provide opportunities for advancement in all job classifications without regard to race, color, religion, sex, national origin, age, citizenship, marital status, sexual orientation, gender identity, parental status, protected veteran status, or disability. WRI’s global agenda requires a staff that is diverse – with respect to race, gender, cultural, and international background. Diverse perspectives and experience enhance the way WRI selects and approaches issues, as well as the creativity and applicability of WRI’s policy research and analysis. WRI, therefore, encourages applications from U.S. minorities, persons from other countries (especially developing nations), and from women of all backgrounds.*