

## Annual report of the IEM Caring Foundation over 2017

### The IEM Caring Foundation governance

During 2017 we have operated on the principles of the improved governance structure and have experienced it to be working effectively. The Council of Fellows is meeting in a monthly online call every second Tuesday of the month and in face-to-face meetings four times per year: at the spring convention, at the summer Fellows' meeting, at the autumn convention and in January during a day meeting. In the course of 2017 we welcomed four new fellows: Sebastian Geese (German, 1984), Krasimira Natova (Bulgarian, 1991), Federico Bley (Belgium, 1993) and Eleonora Nazander (Russian, 1989). Two fellows decided to step back from the council: Csaba Hartmann (Hungarian, 1990) and initiator and co-founder Natalie Gyarfas (Hungarian, 1990). This constant refreshment and at the same time commitment over several years, is essential to build a foundation that will continue to thrive.

At the summer Fellows' meeting, which took place in Lage Mierde (The Netherlands) in July, the legal board was again elected for one year. For continuity reasons Marlies van Laarhoven (Dutch, 1969) and Marija Turanjanin (Serbian, 1992) accepted the position of chairperson and treasurer of the IEM Foundation for another year. Krasimira Natova accepted the role of secretary, taking over from Carmen Garcia Wang (Spanish, 1993). At the Fellows' meeting also the Advisory Council was constructively present and several active people from the network joined for dinner. In total 13 people participated in the Fellows' meeting.

Furthermore, we were able to attract further general donations from the people closely involved with the foundation, that enable us to continue to operate and expand our activities. Donations are both in money (totalling 6,200 Euro donated in 2017) as well as in time and expertise. Worth mentioning in this respect is the support donated by Beetroot to develop a state-of-the-art website for the foundation: <https://iemcaring.org/>.

The more mature governance structure has given space to expand the collaboration and support given by the foundation in the different Fields of Impact. In this report, we look back at the IEM Caring Conventions and outline the developments in the different Fields of Impact: Equal Opportunities, Conscious Leadership, Social Entrepreneurship, United Europe and Strong Sustainability. We conclude with the financial report for 2017.

## IEM Caring Convention

The IEM Caring Conventions are now conceptually well-established, although we continue to improve the logistics, content and effectiveness of the conventions. Each convention now has its own focus topic, lead by the local organising team.

The spring convention took place in Sofia, Bulgaria, and focussed on Social Entrepreneurship, with stories of inspiring local practitioners as well as practitioners from the IEM network. This convention was the first to organise a pre-convention and to welcome guests from outside the IEM network who gave a fresh perspective in the dialogues. In total, there were 26 participants with 12 nationalities.

The autumn convention was organised in Geneva, Switzerland, with a large contribution in terms of lectures and workshops from local experts on cross-border collaboration. As a pre-convention, the visit to CERN gave a perfect view of European cross-border collaboration. This convention attracted many senior alumni, raising the level of discussion, but also highlighting the opportunity for knowledge and experience sharing. In total, there were 32 participants representing again 12 nationalities.

Both conventions were effective in bringing together people who would otherwise not have met and now are able to collaborate in their respective fields and businesses. By the end of 2017 the next two conventions had already been planned to take place in Lisbon and Brussels, respectively – as such strengthening continuity for the foundation's purpose to bring together people who lead change.

## FIELDS OF IMPACT

### 1. Equal opportunities

The Club of 100 is the first and main support provided by the foundation that generates equal opportunities. By the end of 2017 the Club of 100 had 19 members: during the year one member decided to leave the Club of 100 and three new joined, so the number of members grew by two. Each of the members committed to donating at least 500 Euro per year over a period of five years, accumulating to a total of 10,500 Euro in 2017. During 2017 31 students were supported through 21 participation and 10 leadership scholarships and one AdFundum award was given. The support granted amounts to about 7,200 Euro, which is twice as much as in 2016. In order to reach more students in need and to encourage them to develop innovative ideas, the Club of 100 published an article in the spring edition of the ESTIEM Magazine.

The second idea in this field is the Impact Thesis. The Impact Thesis aims to bring positive change to the world through students' bachelor/master theses. In order to qualify as an impact thesis, a thesis shall aim to solve a specific challenge of a society, preferably one in developing countries. Hence, the solution should have a social or environmental impact. While the solution may not be purely technical, it shall require the application of

---

*IEM Caring Foundation is the English name of Industrial Engineering and Management Stichting, registered at the Chamber of Commerce in Eindhoven, The Netherlands under number 60887931 and at the tax authorities in The Netherlands under number 8541.04.483.*

optimisation and problem-solving skills. The ultimate aim of the Impact Thesis project is to improve lives of those with fewer opportunities while at the same time protecting the resources of our planet. Unfortunately, 2017 was not successful for the Impact Thesis, despite efforts put in and contacts established. The idea of a biomass project in Ghana was thoroughly discussed, but not fully supported by the potential supervisor. The commitment to the discussion of the people involved, however, proves the strong appeal of the idea.

Furthermore, the leading principle of finding ways to create funds to support those with lesser financials means to be able to participate is adopted by other initiatives like Leadership Camp and Sustainability Bootcamp. It is our vision that all events, which are supported by the foundation, consciously and creatively operate on the basis of equal opportunities.

## 2. Conscious Leadership

At the core of the IEM Caring foundation is the development of a conscious mindset and caring attitude. In this Field of Impact we support activities such as the House of Wisdom, Happiness points and Leadership Camp.

The House of Wisdom is still under development. The different areas of the know-how already gathered are shared and experienced at the IEM Caring Conventions, for example the listening exercises and reflection sessions. The IEM Caring website is being remodelled and we envision it provide a platform to share these and make available to obtain a larger reach. The IEM Caring Convention of spring 2018 in Lisbon is focussing on the experience of conscious leadership.

The Happiness Points is an idea that came up at the IEM Caring Convention in Madrid and focuses on rewarding positive behaviour, attitude and proactiveness when in a working environment or network event. While this idea holds potential, it was unfortunately only implemented at the spring convention 2017.

The Leadership Camp is an initiative of professionals combining academic and corporate leadership perspectives. The programme has been shaped to enhance personal development through 3x3 days over a period of nine months and launched its pilot in 2017 with nine participants including faculty. It fully focuses on personal leadership by teaching, experiencing and sharing leadership techniques and insights, as well as a healthy lifestyle among experienced leaders. The second edition of three Leadership Camps is planned to happen in 2018 with a new group of 14 participants including faculty. The Leadership Camp

---

*IEM Caring Foundation is the English name of Industrial Engineering and Management Stichting, registered at the Chamber of Commerce in Eindhoven, The Netherlands under number 60887931 and at the tax authorities in The Netherlands under number 8541.04.483.*

offers two categories of fees: private payment and corporate fee. All finances of the Leadership Camp are managed by the IEM Caring Foundation, where any surplus is kept in a designated fund, from which we support participation costs of those with lower financial means. For the programme of 2017 one participant was partly supported and the programme resulted in a positive net contribution to the fund of approx. 1,500 Euro.

### 3. Social Entrepreneurship

The ambition to boost entrepreneurship by building a thriving community has amongst others gained momentum by the development of a MOOC on entrepreneurship. The MOOC aims to enhance the possibility of (social) entrepreneurship among students to create earning opportunities whilst solving social issues. The foundation has been supporting the development of the first MOOC through the establishment of a favourable collaboration with HT2, an engaged provider of a platform for social learning, and financing the first pilot in 2016. This pilot started with 85 participants, though only few completed the program. During 2017 the course has been offered twice with 40–50 active participants each, among which a group of ten students, mentored by their professors, from a Serbian university, for which the course provides an inclusive way to access engaging fundamental entrepreneurship training. The course is now running without financial support from the foundation and participants pay a small, but sufficient participation fee to cover the provider's costs.

The field of Social Entrepreneurship is furthermore fostered through the IEM Caring Conventions and articles in a European magazine in which (local) entrepreneurs share their inspiring experience and show others the way to contribute to sustainable development while doing business. The IEM Caring Convention of autumn 2018 is planned to take place in Brussels and will focus (again) on social entrepreneurship.

### 4. United Europe

In January 2017 a discussion emerged among several people caring for the future of Europe. This group of engaged people joined forces facing the thread of several upcoming elections bringing nationalist and populist parties into power. The discussions lead to the initiative to start an open inclusive dialogue platform <http://dialogue-monkeys.org/>.

On October 1st 2017 the first European Talk Show took place in Geneva as part of the IEM Caring Convention. Around 30 people joined the Fishbowl format moderated by our host Harald Schmidt-Horix from Norway. The format allowed the audience to freely join the discussion with our host and 15 people from 12 different European nationalities took the opportunity to express their diverse views on the different topics discussed.

---

*IEM Caring Foundation is the English name of Industrial Engineering and Management Stichting, registered at the Chamber of Commerce in Eindhoven, The Netherlands under number 60887931 and at the tax authorities in The Netherlands under number 8541.04.483.*

We aim to share the dialogues on social media and continue to improve our ability to invite and listen to multiple perspectives that are real in our society in the Talk Shows. The next Talk Show is planned to take place at the spring convention in Portugal.

### 5. Strong Sustainability

In 2016 the initiative to enhance sustainability was shaped by a focused team of students, professionals and academia. This has resulted in the IEM Sustainability Bootcamp, which took place in Lenggries, Germany, from 20–22 October 2017. A group of 27 participants including faculty engaged in teachings, dialogue and group work to understand sustainability and translate this into concrete business ideas. For 2018 a second Sustainability Bootcamp is intended to happen in order to further raise awareness and engage more people in taking up a role to accelerate the implementation of sustainability. Following the bootcamp new initiatives are being developed which the foundation supports in 2018: a) professional training of people in systems thinking, who can then take this into their role in their different companies; and b) organising at least one hackathon focused on either an industry or on finding solutions for a grand challenge.

Secondly the ‘plant a tree’ initiative emerged following the dialogues at the Sofia convention and was materialised for the first time at the Geneva convention in September. A second tree has been planted at the Sustainability Bootcamp in Lenggries in October. We aim to plant a tree at every event that is supported by the foundation and encourage people in the associated networks to do the same as a way to raise awareness for the impact our travels have on the planet.

A new collaboration with “Positive Generation” gives the basis to foster the making of sustainable events to start with for the events supported by the foundation with the aim to inspire others to translate the experience to other events in the associated networks. The pilot for the collaboration will be at the IEM Caring Convention in Brussels in September 2018.

### Summary of impact in 2017

The most tangible way to measure the impact of the support given by the foundation is through the number of participants affected at the supported events. But how to measure the ongoing impact of the experience and insights from the event on the choices participants make and the role they take towards a caring society? And how to measure how participants impact their family, friends and colleagues in their personal and professional lives? At least measuring participants is a start.

---

*IEM Caring Foundation is the English name of Industrial Engineering and Management Stichting, registered at the Chamber of Commerce in Eindhoven, The Netherlands under number 60887931 and at the tax authorities in The Netherlands under number 8541.04.483.*

Field of Impact	Supported events	# Participants	Other tangible impact
General	IEM Caring Conventions: 2	2017 Sofia: 26 2017 Geneva: 32	2017: 6,200 Euro general donations
Equal opportunities	Club of 100 Ad Fundum award	2017 students financially supported: 31	2017: 10,500 Euro donations of the Club of 100 members
Conscious Leadership	Leadership Camp: 1 program of 3x3 days	2017 program: 9	2017: Raised net 1,500 Euro for support
Social Entrepreneurship	Lean Entrepreneurship course (MOOC): 2 courses	2017: ca 100	Talks and interviews at conventions and European magazine (prints 6000?)
United Europe	Dialogue-monkeys.org; European Talk Show: 1	2017 Talk Show: 32	Social media reach tbd
Strong Sustainability	Sustainability Bootcamp: 1	2017 bootcamp: 27	Tangible business ideas brought to 5 corporate employers; Raised net 440 Euro for support
Total	2017: 7 events	2017: 257 participants in supported events	Funds raised: 18,640 Euro in 2017 + Unmeasurable follow-on impact

## Finances

2017 was also financially a very successful year for the IEM Caring Foundation. Before 2017 the financial base of the Foundation came from two donations received shortly after the founding back in 2014. This year we received three more donations, which amount to 6200 Euro, and which ensure future financial stability of the Foundation.

Besides donations, general incomes include contributions of the Fellows (600 Euro) to organizing the Fellow's Meeting. General expenses include partial costs of the organisation of the meeting (the part covered by the foundation), as well as Bonsai trees given away at

---

*IEM Caring Foundation is the English name of Industrial Engineering and Management Stichting, registered at the Chamber of Commerce in Eindhoven, The Netherlands under number 60887931 and at the tax authorities in The Netherlands under number 8541.04.483.*

the Convention in Kescked. Operational incomes are generated through interest on the savings account, and operational costs consist of bank account and website costs.

Thanks to the support of Beetroot, the realised expenses for the new website are significantly lower than budgeted. The only expenses that occurred were licensing fees for payment plugins.

As mentioned above, finances of the Leadership Camp as well as the Sustainability Boot Camp were managed by the foundation. Surpluses from these events will be used for developing these projects further and support participants in need. The general reserves of the Foundation increased significantly thanks to the received donations and the fact that the Conventions and the website redesign did not require the budgeted amounts thanks to the efforts of the organisers and support of Beetroot, respectively. The reserves shall be used to cover general and operational costs as well as to support the starting of new projects.

The reserves of the Club of 100 also significantly grew. However, this is mainly thanks to one member having prepaid the membership fee for the following seven years. The total of prepaid membership fees currently is 6,500 Euro, which is around 30 % of the total Club of 100's reserves. We expect steady decrease of the other 70 % of the reserves, as we predict to reach more students from financially less favourable backgrounds.

#### Balance Sheet 2017 (opening & closing)

<b>Assets</b>	<b>01/01/2017</b>	<b>31/12/2017</b>	<b>Equity &amp; Liabilities</b>	<b>01/01/2017</b>	<b>31/12/2017</b>
Bank account	€4646.91	€12190.73	<b>Reservs</b>	€21350.43	€33631.60
Savings account	€14602.52	€19640.87	General	€3583.48	€8247.93
Debitors	€2216.00	€2750.00	Leadership Camp	-	€1880.98
			Sust.B.Camp	-	€440.00
			Club of 100	€17766.95	€23062.69
			C100 – Ad Fundum reservation		€400.00
			Creditors	€115.00	€550.00
<b>Total Assets</b>	<b>€21465.43</b>	<b>€34581.60</b>	<b>Total Equity &amp; Liabilities</b>	<b>€21465.43</b>	<b>€34581.60</b>

## Profit &amp; Loss Statement 2017

<b>Incomes</b>		<b>Expenses</b>	
Club of 100	€12500.00	Club of 100	€7204.26
Convention	€200.00	Convention	€461.32
General	€6600.00	General	€1404.06
Operational	€38.35	Operational	€178.14
Conscious Leadership (Leadership Camp)	€5850.00	Conscious Leadership (Leadership Camp)	€3969.02
Strong Sustainability (Sust. B. Camp)	€2465.00	Strong Sustainability (Sust. B. Camp)	€2025.00
		Website improvement	€130.38
		Club of 100 profit	€5295.74
		Conscious Leadership – profit	€1880.98
		Strong Sustainability – profit	€440.00
		General profit	€4664.45
<b>Total</b>	<b>€27653.35</b>	<b>Total</b>	<b>€27653.35</b>

The current Council of Fellows of the IEM Caring Foundation,

Marlies van Laarhoven (Dutch, 1969)  
 Marija Turanjanin (Serbian, 1992)  
 Krasimira Natova (Bulgarian, 1991)  
 Anniina Heikkilä (Finnish, 1990)  
 Christoph Hagedorn (German, 1966)  
 Coşku Mutlucan (Turkish, 1995)  
 Carmen García Wang (Spanish, 1993)  
 Sebastian Geese (German, 1984)  
 Federico Bley (Belgium, 1994)  
 Eleonora Nazander (Russian, 1989)

January 2018