

## Policy plan 2019

This document describes the plans and visions of the Council of Fellows for the IEM Foundation activities, events and Fields of Impact in the coming 2019 year. The purpose of this document is to keep structure, assist guidance and visualise the path we strive to follow.

### Fields of Impact:

#### Equal Opportunities

In 2018 the Club of 100 increased to 21 members (two more members compared to 2018). To keep the number growing, the Foundation aims to have increased the number of members by at least 3 by the end of 2019. Another plan of the Foundation is to strengthen the relationship with the Club of 100 and the manifestation of appreciation.

Additionally, the aim for 2019 is to reach 55 supported students and 14,000 Euros spent on support.

Part of the Equal Opportunities plan for 2019 is to maintain the Caring Conventions affordable and reachable for all. The current practice is to have Alumni participation fees compensating the students participating fees, which has worked well for creating equal opportunities for students. However additional policies need to be developed to support equal opportunities for Alumni as well.

Furthermore, thoughts and efforts in this direction should be applied for the rest of the events supported by the Foundation in the long term plan.

#### United Europe

This Field of Impact has also strongly developed during 2018, continuing with a strong and committed team. The idea of a united European community and shared values has started with ESTIEM itself and, even more, has been the main motivation for creating ESTIEM - by reaching out across national and cultural boundaries and spending time together so that we can get to know each other, learn and grow in positive collaboration.

The plan for 2019 is to further strengthen the impact of this field by maintaining and further developing the activities it motivates. The Foundation's Caring Conventions this year, in Skopje and Kyiv, will be closely related to this field of impact.

Right now we are rich in content, but poor on our social marketing strategy which we have to develop in 2019 in order to increase our reach.

Some of the lines of action that will be tackled in this new year are:

- Develop Dialogue Monkeys page. In order to have more clicks, upload more articles, increase communication.
- More Talk Shows, high-quality profiles to make them more appealing.
- Encourage people to join in more European activities (get in contact with European parties).



- High school project: Ppt work is finished. Anyone can download it from the dialogue monkeys webpage. More content to help people give the talk coming soon. Jukkis already had a talk at his high school, other alumni ready to do it as well.
- Encouragement to Fellows to think about what we want to share with the world on European topics and then we can upload it to the Dialogue Monkeys webpage.
- Try to keep in touch with people who participate in the Talk Shows. Maybe send them a link to the page or ask for their opinion in certain books so they go to the website and help spread the message.
- Talk to the ESTIEM alumni running betaglyph about their book reviews to see if they can help out or if they already have reviews from betaglyph in related matters.
- Make the group bigger, get more people involved.

### **Impact Business**

The plan for 2019 is to merge two fields of impact, Social Entrepreneurship and Strong Sustainability, into one called Impact Business. This new field of impact will address the challenges we can tackle as a community and as individuals and implement improvements on both levels: entrepreneurship and intrapreneurship.

In 2019, the second year of the Sustainable Systems Master Class (SSMC) will take place, focusing on the learnings and pilot project that are being developed. Also, we aim to build a strong network and strategy to ensure a new SSMC program in 2020, which will be improved from participant's feedback.

Even though the Sustainability Bootcamp in 2018 had to be canceled, we aim to launch a second boot camp in 2019. Giving professional trainings on sustainability not only raises awareness but generates competences of how to solve sustainability problems in our environments. In order to improve its content, discoveries/learnings from the SSMC will be implemented.

There are other ideas to develop this field of impact such as a platform to connect social entrepreneurs.

Furthermore, as with Consciousness, it is good to establish traditions concerned with sustainability during our events and activities. In such a way we can ensure a constant and lasting impact in favor of this field. The good practices that we can maintain and carry on are such as planting trees, sustainable materials during events (for example personal cups), estimation and voluntarily covering of Carbon tax for our travels, raising awareness and promoting proactivity in the community. Establishing new such traditions is also encouraged.

### **Conscious Leadership**

This Field of Impact is related to keeping the IEM Foundation aligned with its own values internally as well as promoting consciousness and self-awareness externally.

The impact of this field is maintained through activities and traditions during events as well as by the common caring mindset of the Fellows and the members of the Caring Community.



In 2019, it will not be possible to have a full Leadership Camp program since two people of the core facilitating team are not available. To ensure continuity of the program, a “Leadership inspiration” weekend will be held. This one-time event will serve as an introduction to conscious leadership for those alumni interested in the topic but unsure whether they want to commit for a longer time.

The plan is also to work throughout the year to ensure another full Leadership camp program can be held in 2020.

Furthermore, in 2019 we want to maintain the traditions which allow for the consciousness to be present in the event and the activities of the IEM Foundation such as listening exercises, “family” settings, bonsai trees, as well as establishing resilient ways for keeping the impact of those traditions when they cannot take place.

## Events

### 1. Conventions

The Caring Convention is the main event organised and supported by the IEM Foundation. It takes place twice a year and each edition has its own topic and character. One thing all Conventions hold in common is CARE.

The two regular Caring Conventions for 2019 have already been planned with organisers, locations, and dates.

The Spring Convention 2019 will take place in Skopje, Macedonia between 8th - 10th March, organised by ESTIEM LG Skopje together with the Fellows and the United Europe team.

The Autumn Convention 2019 will take place in Kyiv, Ukraine in September/October, organised by Beetroot in cooperation with the ESTIEM LG Kyiv.

2. Workshop Change & Organisation (SSMC Block IV). It will take place on the 16th-19th May 2019 in Amsterdam, the Netherlands. More information here: [link](#).
3. Leadership Inspiration Weekend between 4th-7th July 2019 in Pfaffenseifen, Germany. More information here: [link](#).
4. Annual Summer Fellows Meeting between 13th-15th September 2019 in Friedrichsdorf, Germany.
5. Sustainability Bootcamp. Dates and location to be determined.



## General development

We continue working on clarifying the strategic direction of the Foundation.

In regards to the team, we believe we need to team up and have an open call in order to ensure continuous work as well as sustainability on the management tasks of the Foundation.

For this reason, the open calls for the following positions are available:

- Fellow.
- Communication & PR manager / Impact tracker+visualiser.
- Website 'owner' / keep the website up to date
- Treasury support.
- Secretary support.
- Talk Show creative.

## Budget

	Expenses	Incomes
Operational	660€	30€
Bank	130€	30€
Website	180€	
Legal	350€	
Postal costs and other	50€	
General	800€	500€
Donations		2,000€
Support to Conventions	800€	0€
Skopje	300€	
2nd Convention	500€	
Fol: Strong Sustainability	9,000€	9,000€
Bootcamp	3,000€	3,000€
SSMC	6,000€	6,000€
Fol: Conscious Leadership	2,500€	2,500€
Leadership camp	2,500€	2,500€
Fol: Equal Opportunities	15,000€	15,000€
Club of 100	15,000€	15,000€
Fol: Others	1,000€	1,000€
<b>Total</b>	<b>29,760€</b>	<b>30,030€</b>
<b>Result</b>		<b>270€</b>

Expense only authorised up to the realisation of connected incomes

The budget of 2019 considers the realisation of the two aforementioned conventions, as well as the Leadership Camp, Sustainability Bootcamp and continuation of the Sustainable Systems



Master Class as a part of our fields of impact. Furthermore, we are planning on supporting projects, which will be realised within other fields of impact, but we will decide upon them throughout the year. Moreover, students and associations will be supported by the means collected through the Club of 100. It is important to note that if the budgeted incomes are not realised, the expenses will be cut accordingly.

The current Council of Fellows of the IEM Caring Foundation,

Marlies van Laarhoven (Dutch, 1969)

Marija Berg (Serbian, 1992)

Carmen García Wang (Spanish, 1993)

Krasimira Natova (Bulgarian, 1991)

Christoph Hagedorn (German, 1966)

Coşku Mutlucan (Turkish, 1995)

Sebastian Geese (German, 1984)

Federico Bley (Belgian, 1994)

Eleonora Nazander (Russian, 1989)

Sebastian Katzung (German, 1987)