

# Annual Report 2019

*2019 was a year of many changes for the IEM Caring Foundation. Most notably, the legal board of the foundation changed. After three successful years as chairperson, Marlies van Laarhoven stepped down and Marija Berg who had previously been treasurer was elected for that role. Along with Marija, Carmen García Wang also ensures the continuity within the new legal board but now assumes the position of treasurer. Fresh perspectives are brought into the legal board by Thekla Werner who was elected secretary.*



*Throughout the year the public relations strategy of the Foundation was revised, and the visibility on social media was greatly increased, thanks to our new Fellow Simona Peovska.*

*By registering on TechSoup, the Foundation got access to a wide portfolio of professional applications which will support the collaboration within the Caring Community and the internal and external communication.*

*This report summarises the development of the Foundation in 2019, giving insights on the Caring Conventions and the activities in the Fields of Impact: Equal Opportunities, Conscious Leadership, Entrepreneurship, United Europe and Strong Sustainability. It also gives an overview of the financial situation throughout the year.*





## General development

### Public relations

Thanks to the new Fellow Simona Peovska and her profound knowledge in online and content marketing, a new LinkedIn page and an Instagram profile were created in order to reach a broader audience. Content related to the Fields of Impact has been posted on Facebook, LinkedIn and Instagram. The reach differed significantly, depending on the number of people from the Caring Community who commented, liked or shared the content with their peers.

In 2019, we have also introduced the logo created in 2017, and improved our presentation material to have clearer communication at ESTIEM Council Meetings, Alumni Meetings and other events.

Additionally, a podcast for interviews with people who would like to share their impact stories was created on the Himalaya platform<sup>1</sup>. This podcast should at the same time promote the Caring Conventions and the projects of the Caring Movement. It will also be used to share the European Talk Show.

### Caring Conventions

The spring Caring Convention was relocated from Kiev to Skopje, North Macedonia, due to concerns regarding the political situation in Ukraine back then. ESTIEM Local Group Skopje did a fantastic job hosting us, and the United Europe team prepared the content of the event. The participants got deep insights into North-Macedonian history, politics and current state.

At the beginning of the Caring Convention, three local speakers presented the history of North Macedonia, and explained the reasons for North Macedonia wanting to join the EU. With these insights, the participants split into small groups to discuss the pros and cons of North Macedonia joining the EU. The discussions were followed by a controversial, but factual and respectful panel discussion with the presenters and another local guest. This panel discussion was the fourth European Talk Show, produced by Dialogue Monkeys<sup>2</sup>, a platform to discuss a peaceful and sustainable future for Europe.

As the political situation had calmed, the autumn Caring Convention took place in Kyiv, Ukraine, and was hosted by Beetroot. The topic was “Ukraine, a country of change”. Throughout the event the participants enjoyed presentations on the history of Ukraine by historian Mariia Yurchak, “A gap between the city and the village” by Victor Artemenko, the current political and socioeconomic situation of Ukraine by Natia Jikia and a personal story on what it is like to work in the financial sector in Ukraine by Kristian Andersson.

Many local players took part in the event such as Urban Space 500, a group of 500 people who gather and invest 1,000 USD per person to create a social restaurant. The profit from their activities goes to city projects for the development of Kyiv. Participants also got the chance to hear the inspiring stories of both Andreas Flodström, ESTIEM Alumni and founder of the social enterprise Beetroot and Joris Hoogerdijk, one of the founders of the IEM Caring Foundation. Additionally, Sweden's new Ambassador to Ukraine, paid a visit and the participants had the

---

<sup>1</sup> [http://www.himalaya.com/en/show/1368000?Influencer\\_uid=1810122](http://www.himalaya.com/en/show/1368000?Influencer_uid=1810122)

<sup>2</sup> <https://www.dialogue-monkey.org>



chance to have a Q&A session with Sviatoslav Yurash, the youngest member of the Ukrainian parliament. He, together with other speakers, took part in the latest European Talk Show.

### **Council of Fellows**

In 2019, the Council of Fellows had the pleasure of welcoming Simona Peovska as a Fellow. Also, Federico Bley rejoined the Council of Fellows. Unfortunately, Eleonora Nazander decided to step down as a Fellow due to personal reasons.

Throughout the year, it was decided to give more room to discuss the running projects and project ideas of the Caring Movement by replacing every second monthly Fellows' call with a Movement call. Unfortunately, these calls so far have not led to higher participation of the Movement. Possibly, it reflects a lack of promotion of the new concept.

The winter meeting took place as a full-day online meeting in January. The summer meeting took place in Friedrichsdorf, Germany from September 13th to 15th.

## **Fields of Impact**

### **Equal Opportunities**

The Club of 100 is the first and main support provided by the IEM Caring Foundation that generates equal opportunities. By the end of 2019, the Club of 100 had 23 members, two more than in the previous year. Each of the members committed to donating at least 500 Euro per year, accumulating to a total of 12,750 Euro in 2019. During 2019, 45 students, 25 % more than in the previous year, were supported through 41 participation and 10 leadership scholarships. In contrast to the growing number of students supported, the support granted amounts to 7,245 Euro, only 64 % of that of the previous year. Furthermore, an AdFundum award was given at the spring Council Meeting (500 Euro), but due to the lack of suitable applications, no AdFundum award was given at the autumn Council Meeting.

### **United Europe**

The team United Europe supported the organisation of the Caring Conventions in Skopje and Kiev. During both events they recorded episodes of the European Talk Show. These are available on the Dialogue Monkeys website<sup>3</sup> as well as on Youtube and the Himalaya platform.

Despite this rich content, the reach remained small due to the lack of a social media strategy. With Simona Peovska as a new Fellow, there are more opportunities to also increase the reach of United Europe.

### **Strong Sustainability**

At the Sustainability Bootcamp in 2017, the idea had emerged to educate students and professionals in systems thinking and other structured approaches to deal with the complexity of sustainability issues. To put this idea into practice, the Sustainable Systems Master Class (SSMC) was launched. It was divided into four seminars which were organised in collaboration with experts from the University of Lappeenranta, The Natural Step, Except Integrated Sustainability, and practitioners of companies and social sciences. An integrative part of the programme were pilot projects. During the seminars, the participants addressed current issues at their employers and the cross-industry collaboration on microfibres (see Social Entrepreneurship). The SSMC finished in June 2019 with a seminar on Organisational Design

---

<sup>3</sup> <https://www.dialogue-monkey.org>



and Change Management. In the 2018/2019 Master Class, two students and seven professionals from five European countries participated.

Moreover, the SSMC team successfully applied iterative systems thinking methods with the leadership of a Dutch/East African bakery-chain to define its sustainability strategy.

### Conscious Leadership

The success of the previous Leadership Camps in 2017 and 2018 confirmed the appropriateness of the content and setting of the concept. The programme meets a current need of young and more senior European professionals to maintain a balanced and purposeful life.

*Only when learning to lead oneself,  
can one be effective in leading others.*

In 2019 the Leadership Camp was organised as a leadership inspiration weekend to allow people with less opportunities both financially and time-wise to join. The weekend was a great success for the people participating: The small group of three European participants at different stages in life, was able to make a truly transformational journey. Each one of them gained insights that shifted their lives and gave them the confidence and tools to grow into a stronger leader of themselves and in service of others.

### Social Entrepreneurship

Social entrepreneurship was not a focus of the activities of the IEM Caring Foundation in 2019. However, the autumn Caring Convention, which took place in Kyiv, was hosted by Beetroot. Beetroot is a social enterprise founded in 2012 that focuses on sustainable software development. Andreas Flodström – an ESTIEM Alumnus and one of Beetroot’s founders – and Joris Hoogerdijk, a former Fellow, presented the journey towards founding Beetroot and the work needed to take on a social enterprise and develop a network of IT schools in almost 20 cities across Ukraine.

### Summary of Impact

It is still proving to be difficult to measure the impact of the IEM Caring Foundation. While researching and brainstorming on how this can be achieved, we can already measure the number of people who participated in events related to the IEM Caring Foundation (see Table 1).

**Table 1: Impact Summary**

Field of Impact	Supported events	No. of participants	Other tangible impact
General	IEM Caring Conventions: 2 Podcast	Skopje (spring): 14 Kyiv (autumn): 31	Podcast plays: 41
Equal opportunities	Club of 100 AdFundum award	Students supported: 45	12,750 Euro in donations from the Club of 100 members



<b>Conscious Leadership</b>	Leadership inspirational weekend: one three-day event	3	
<b>Social Entrepreneurship</b>	Caring Convention Kyiv	31	
<b>United Europe</b>	2 European Talk Shows Other videos from the Conventions	Skopje: 14 Kyiv: 31	Talk Show views: 362
<b>Strong Sustainability</b>	Sustainable Systems Master class (2nd year)	9	
<b>PR</b>	Facebook LinkedIn Instagram Website		

## Finances

In 2019 we received a donation from Marlies van Laarhoven, who committed to support the foundation not only with her time but also financially over the period of five years, starting in 2015. This donation has contributed to the financial stability of the foundation and has allowed the Foundation to cover its operational expenses without losses.

Furthermore, general incomes include contributions of the Fellows for the organization of the Fellows' Meeting in September, specially from Christoph who hosted the event, as well as contribution from Elias Faethe for social media campaigns. General expenses consist of appreciation trees at Conventions and events and location booking for an event. Because the Sustainability Bootcamp in 2018 was cancelled, the Council of Fellows committed to hosting the Fellows' Meeting at the same place. Unfortunately, due to low participation we decided to host the event in a more convenient location. However, the deposit paid (514 €) can be used on another occasion for another event.

Operational incomes have until this year been generated through interest on the savings account. However, the savings account was closed this year due to the negative interests set for deposits and the technical decision of the bank to close this sort of account, thus the savings account's funds have been transferred to the regular account. The savings remain untouched even though they are in the same bank account. Operational expenses (235.12 €) consist of bank account and website-related costs.

Additionally, the finances of the Leadership Camp as well as those of the Sustainable Systems Master Class (SSMC) have been managed by the Foundation. The Leadership Camp experienced loss of approximately 600 €, which have been covered with the surplus from previous years. The SSMC finished this year and so its total account was settled by paying back participants with any funds which were not used for the trainings.

Furthermore, the ESTIEM Alumni donated their funds for fostering the ESTIEM Alumni community. The general reserves of the Foundation have increased this year even though not





significantly. Still, no support was needed for the Caring Conventions, which was initially expected. The reserves are intended to be used for covering general and operational expenses as well as to support the starting of new projects.

The Club of 100's reserves increased this year, mainly to the addition of two new members. Also, even though the number of students supported has increased, the total amount of these scholarships was lower in comparison to 2018. Since most leadership periods start in August and last a year, and leadership scholarships are given in two installments, the second installment of these scholarships were booked when granted and noted as liabilities under "Reservation Club of 100".

Table 1: Balance sheet

<b>Assets</b>	<b>01.01.2019</b>	<b>31.12.2019</b>	<b>Equity and Liabilities</b>	<b>01.01.2019</b>	<b>31.12.2019</b>
Cash and cash equivalents	38,377.81€	42,146.71€	Reserves	33,154.64€	41,165.81€
Current account	8,716.07€	42,146.71€	General	10,337.57€	10,496.00€
Current account savings	29,661.74€	0.00€	Leadership Camp	7,109.38€	6,551.46€
Accounts receivable	5,745.00€	5,415.00€	Sustainability Boot Camp	440.00€	440.00€
			Club of 100	15,267.69€	19,222.69€
			ESTIEM Alumni		4,455.66€
			Liabilities	10,968.17€	6,395.90€
			Accounts payable	1,207.75€	1,145.90€
			Deferred income (SSMC)	4,360.42€	0.00€
			Deferred income (Club of 100)	5,000.00€	3,000.00€
			Reservation Club of 100 (Ad Fundum, Installments)	400.00€	2,250.00€
<b>Total Assets</b>	<b>44,122.81€</b>	<b>47,561.71€</b>	<b>Total Equity and Liabilities</b>	<b>44,122.81€</b>	<b>47,561.71€</b>

Table 2: Profit and loss statement 2019

	<b>Expenses</b>	<b>Incomes</b>
Club of 100	8,795.00€	12,750.00€
Conventions	14.71€	0.00€
Donations	-	1,000.00€
General	598.90€	0.00€
Operational	235.12€	7.16€
Conscious Leadership (Leadership Camp)	1,457.92€	900.00€
SSMC	1,028.50€	1,028.50€
ESTIEM Alumni	0.00€	4,455.66€
<b>Profit/Loss</b>	<b>8,011.17€</b>	
Club of 100	3,955.00€	
Leadership Camp – loss		557.92€
SSMC	0.00€	
ESTIEM Alumni	4,455.66€	
Other	158.43€	
<b>Total</b>	<b>20,141.32€</b>	<b>20,141.32€</b>



## Fellows of the IEM Caring Foundation (December 2019)

Marija Berg (Serbian, 1992)

Federico Bley (Belgian, 1994)

Carmen García Wang (Spanish, 1993)

Sebastian Geese (German, 1984)

Christoph Hagedorn (German, 1966)

Sebastian Katzung (German, 1987)

Marlies van Laarhoven (Dutch, 1969)

Coşku Mutlucan (Turkish, 1995)

Krasimira Natova (Bulgarian, 1991)

Simona Peovska (Macedonian, 1995)

Thekla Werner (German, 1987)