

Policy Plan 2020

This document outlines the plans and visions for the development of the IEM Caring Foundation in the coming year. It acts as a guidance and visualises the path we strive to follow.

General development

We strive to make 2020 a year, in which the continuous growth of the IEM Caring Movement leads to a significant increase of our activities and elevated visibility of the IEM Caring Foundation.

Improving internal processes

The collaboration within the core team is essential to achieving the goals and aspirations of the IEM Caring Movement. That is why we will promote the role of small, topic-centred working groups to have in-depth discussions and result-focussed working sessions.

Learning from the past

To become better and more effective at what we do, we will need to learn from our past successes and failures. Therefore, in 2020 we will develop a strategy to measure the impact of the IEM Caring Foundation and conduct a survey to gather feedback on the IEM Caring Foundation and its activities.

Growing the network

The first step towards growing the movement is to motivate and engage already active members within the community through monthly Movement Calls and supporting them in following up on their project ideas. These calls will also act as a catalyst for increased collaboration within the network by bringing together students, alumni and professors.

Furthermore, we will encourage ESTIEMers to take an active role in shaping the IEM Caring Movement by shifting the focus of Council Meeting presentations to opportunities for their participation and advertising open positions to the students.

Gaining visibility

To increase the foundation's visibility within internet searches, a social media marketing plan has been developed, that covers Facebook, Instagram and LinkedIn. Typically, there will be between six to ten posts per month, across all three social media networks, which will be created by the Fellows together with the social media team.

Moreover, we will simplify our website for better user experience and ensure that the content focuses on the IEM Caring Movement. Alongside, a blog with two posts per month is currently being conceptualised to support the communication plan and to bring more visitors on our website.

We will also continue to publish episodes of our [podcast](#)¹. The episodes will include interviews with interesting and inspiring people, Fellows have met, who are active in areas which relate to our Fields of Impact.

¹ http://www.himalaya.com/en/show/1368000?Influencer_uid=1810122



Fostering external partnerships

External partnerships help to increase the visibility of the IEM Caring Foundation outside of the networks of IEM students, professionals and professors. Project Caritas – a YouTube channel that promotes sustainable products and socially committed organisations – is one of the projects and activities we are planning to participate in and support.

Achieving financial stability

In 2020 we aim to have a first financial policy drafted and ready to be implemented to ensure financial stability for the Foundation in a sustainable manner.

Fields of Impact

Equal Opportunities

Equal opportunities are an essential consideration in all the activities of the IEM Caring Foundation. One main aspect of this is to make the foundation's activities accessible to everyone. As one of the most important events, the participation in the Caring Convention will be subsidised for students. However, additional policies still need to be developed to support equal opportunities for less fortunate alumni as well.

Another centrepiece for creating equal opportunities amongst students, is the Club of 100. For 2020 we aim to continue the successful growth of the number of granted scholarships and help approximately 60 students to take a more active role in the ESTIEM network. For this reason there will be at least two presentations of the Club of 100 to students and we will ensure the information is available and accessible in the ESTIEM portal.

United Europe

In 2020 we will refrain from starting new activities, but continue to support the Caring Conventions with the talk show format. Most opportunities are in the area of improving the marketing of the collected content together with our social media team and making our website dialogue-monkeys.org more popular. At the next Convention in Istanbul the talk show will focus on social entrepreneurship.

Impact Business

In 2019 we merged two of the Fields of Impact *Social Entrepreneurship* and *Strong Sustainability* into one called *Impact Business* to reflect the belief that lasting social and environmental sustainability can only be achieved when not neglecting financial sustainability. This new field of impact will, hence, address the challenges we can tackle as a community and as individuals as entrepreneurs and intrapreneurs.

The events within this Field of Impact include the Sustainable Systems Master Class (SSMC) and the Sustainability Bootcamp. Unfortunately, the second programme of the SSMC which was planned for January 2020 had to be cancelled due to lack of participants. Therefore, we want to understand the reasons to be able to act accordingly.

For autumn 2020 we plan to revive the concept of the Sustainability Bootcamp as a joint effort of the broader IEM Caring Movement. To ensure the attractiveness of the event, its topic will be determined by the community. In order to improve its content, discoveries and learnings from the SSMC will be implemented.



Also the 11th Caring Convention (8th-10th May 2020, Istanbul) will fall into this Field of Impact, given its focus on social entrepreneurship.

To continue promoting awareness for environmental sustainability, we will cherish our traditions such as planting trees, and using sustainable materials during events. Furthermore, we will try to convince the ESTIEM Board to prominently add a CO₂ emissions calculator to the ESTIEM Portal, so that every ESTIEMer can see her/his emissions and get the option with an integrated link to compensate for them.

Conscious Leadership

In 2020 we will continue applying best practices to encourage consciousness during our events. Those include amongst others listening exercises, family settings and bonsai trees as a sign of gratitude.

The Leadership Camp will again be organised as a 3×3-days programme (see Events). Two new facilitators will join the programme and will support the further development of the concept. Additionally, experienced leadership coaches will join one or two camps, and thereby allow 1:1 coaching agreements. Throughout 2020, we will also set the base for another edition of the Leadership Camp in 2021.

Events

Caring Conventions

The Caring Conventions are the main events organised and supported by the IEM Caring Foundation. They take place twice a year and each edition has its own topic and flair.

The Spring Convention 2020 will take place in Istanbul 8th–10th May, organised by ESTIEM Local Group Istanbul-Yıldız together with the Fellows.

The Autumn Convention 2020 will take place in October in Copenhagen.

Leadership Camp

The three events of this year's edition of the Leadership camp in Pfaffenseifen, Germany are:

Camp 1 — Base: 30th January – 2nd February

Camp 2 — Boost: coaching trajectory

Camp 3 — Be: 3rd–6th September

Fellows' Meetings

The annual winter Fellows' Meeting will take place as a Skype conference on 29th February.

The annual summer Fellows' Meeting hasn't been planned yet.

Sustainability Bootcamp

The Sustainability Bootcamp is expected to take place in autumn. The exact dates and location, however, still have to be determined.

Budget

The budget of 2020 considers the realisation of the two aforementioned Caring Conventions, as well as the Leadership Camp and the Sustainability Bootcamp as a part of our Fields of Impact. The social media strategy and expenditure on campaigns has also been considered as well as a



paying position for an intern to help the fellows develop this area quicker. Furthermore, we plan to support 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.

Budget of IEM Caring Foundation 2020

	Expenses	Incomes
Operational	640€	
Bank	140€	
Website	150€	
Legal	350€	
Postal costs and other	50€	
General	600€	500€
Donations		1,000€
Support to Conventions	800€	0€
Istanbul	300€	
Copenhagen	500€	
Fol: Strong Sustainability	3,000€	3,000€
Bootcamp	3,000€	3,000€
Fol: Conscious Leadership	5,000€	5,000€
Leadership camp	5,000€	5,000€
Fol: Equal Opportunities	15,000€	15,000€
Club of 100	15,000€	15,000€
ESTIEM Alumni	100€	0€
Fol: Others	1,750€	1,750€
Social Media Ads	600€	600€
Internship position	150€	150€
Others	1,000€	1,000€
Total	26,890€	26,250€
Result		-640€

Current Fellows of the IEM Caring Foundation

Marija Berg (Serbian, 1992)

Marlies van Laarhoven (Dutch, 1969)

Federico Bley (Belgian, 1994)

Coşku Mutlucan (Turkish, 1995)

Carmen García Wang (Spanish, 1993)

Krasimira Natova (Bulgarian, 1991)

Sebastian Geese (German, 1984)

Simona Peovska (Macedonian, 1995)

Christoph Hagedorn (German, 1966)

Thekla Werner (German, 1987)

Sebastian Katzung (German, 1987)