

Policy Plan 2021

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

In 2021 we strive to strengthen the IEM Caring Movement by nourishing what we have built so far. We will establish the IEM Caring Movement Calls as a platform for regular exchange on the world's most pressing issues, as well as a place where people can find support to further develop their ideas. Furthermore, we are going to ensure follow up on topics and groups emerged during previous events.

Improving internal processes

The collaboration within the core team is essential to achieving the goals and aspirations of the IEM Caring Movement. The approach of small, topic-centred working groups and result-focussed working sessions proved itself successful, which is why we will continue promoting it. Furthermore, during the previous year we organised wonderful virtual events, which resonated with the IEM Caring Movement. However, an open question we want to tackle this year is, what a great event is. Once we have identified those building blocks, we want to focus our energy on those crucial elements, to ensure a high participation rate and many inspired participants at our events.

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 2021 we will build upon the efforts initiated in 2020 and to measure the impact of the IEM Caring Foundation.

Stabilizing and growing of the network

In 2021 we would like to keep on going with the success and synergies within the IEM Movement especially with ESTIEM and ESTIEM Alumni. Therefore, the quartal calls will be continued. The main aim is to strengthen the collaboration.

The IEM Caring Movement Calls will be organized every second month with the purpose to connect people and motivate and engage active members within the Movement or externals to present and discuss their projects or ideas and support them in following up on their project ideas.

The collaboration with SERC is another step. It is planned to collaborate on different projects from both sides like recording podcasts, the organisation of the IEM Movement Calls or workshops.

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 like project leaders for different events or social media managers to the students.



Maintaining our visibility on social media and improving the website

For 2021, we plan to focus more on using LinkedIn as a primary social media platform for updates, followed by Instagram. These two showed great improvement over the past year (as can be seen in the Annual Report 2020) as opposed to Facebook, where we had only slight improvement due to the target audience not being active or responding on this channel.

Same as last year, there will be monthly social media plans with between four to eight posts per month. These posts will include the latest updates from the Movement and the Foundation with a focus on any upcoming events and letting our audience know about the shift from Foundation to Movement.

In 2021 we will focus more on making our website better and aligned with the Movement, instead of the Foundation. The blog section is yet to be refreshed in design and updated with two posts per month in order to support the communication plan and to bring more visitors to the website.

We will also continue to publish episodes of our podcast¹. 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.

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. For 2021, we want to continue spreading the word of the IEM Caring Movement. However, we will not aim to create partnerships but to engage with caring people and entities on a case by case basis, when the interactive can help inspire the community.

Achieving financial stability

With the new policy that applies an operational fee of the Foundation of 5% of revenues of the events, we are a step closer to achieving financial stability. The focus in 2021 will be in the reduction of costs and to ensure the reserves of the IEM Caring Foundation are part of a sustainable finance ecosystem. Initial research suggests a change of banking entity will be needed. Legal limitations will have to be taken into account as the Foundation is registered in The Netherlands.

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. Due to the travel restrictions in 2020, we have not encountered specific cases to build on for the development of new policies to support participation of alumni in Caring Conventions. For 2021, we will be open to offer this support but we will discuss the option on a case-basis.

The other centrepiece for creating equal opportunities amongst students is the Club of 100. It is difficult to know at the moment the travelling opportunities students will have throughout this year. However, we will increase the budget for the Ad-Fundum award in order to promote

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



creativity and innovation within the student community and lessen the power of money as a constraint to develop their ideas. Unfortunately, we foresee that more students will need support to participate in ESTIEM physical events once they can happen again, thus we want to ensure they know they can apply for leadership and participation scholarships. 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 2021 we aim to build a new team to bring this Field of Impact forward. We will explore an opportunity to support the Caring Convention in Helsinki with the talk show format, in case the Convention takes place live. Furthermore, as in the last year, we recognise opportunities to further work on improving the marketing of the collected content together with our social media team and making our website dialogue-monkeys.org more popular.

Impact Business

This Field of Impact addresses the challenges we can tackle as a community, individuals, entrepreneurs and intrapreneurs.

In 2021, there will be one project for this Field of Impact: the Sustainability Bootcamp. It will be organised again together with ESTIEM and ESTIEM Alumni and will take place in autumn, most probably online due to the insecure situation of the pandemic.

Further work to be done in the area is to continue building the community. We are still crafting a plan on how to make that happen. One of the ideas is to use social media and newsletter to share related resources and questions that can inspire anyone to reflect on the topic.

Collaboration with the Social and Environmental Responsibility Committee of ESTIEM is also planned to create calls and events where students can improve their knowledge in this area. We also plan to contribute to the ESTIEM Magazine with articles related to Impact Businesses. For the Spring Council Meeting Issue, an article has been written on Social Impact Measurement.

Conscious Leadership

In 2021 we will continue applying best practices to encourage consciousness during our events. For the online format, we have identified reflection sessions, settings in smaller rooms and donation on behalf of the organizer/speakers as best practices.

The Leadership Camp will be organised in an online format with four facilitators: Marlies Van Laarhoven, Annet Juras, Dilek Onuk, Frietjhof Croon. We are very lucky to count with their experience to understand what leading ourselves means. This year's Leadership Camp will consist of eight on-line active learning Saturdays, focused in March/April and October/November, and an optional on-site long weekend to allow 1:1 coaching agreements.

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.

In the first half of the year, the Caring Convention on sustainable finance will take place in January as a virtual event.



The Autumn Convention 2021 with the focus on smart cities is planned for October in Helsinki.

Leadership Camp

The events of this year's edition of the Leadership camp are:

Eight/8 on-line active learning Saturdays, from 10 am - 16 pm CET (of which 50% active online):

Four/4 Saturdays in spring:

- March: 13/3, 27/3

- April: 10/4, 24/4

Four/4 Saturdays in autumn:

- October: 2/10, 16/10, 30/10

- November: 13/11

An optional on-site long weekend in the summer. If circumstances allow, there is the intention to gather safely in small local groups across Europe. Locations to be suitable and minimizing travel for participants.

Fellows' Meetings

The annual winter Fellows' Meeting will take place as a Skype conference on 13th March 2021. The annual summer Fellows' Meeting will take place in September. Depending on the travelling restrictions, it will be held online or physically. The purpose of these meetings are to work on the strategy of the IEM Caring Movement for the upcoming year, as well as push forward any initiatives that need support.

Sustainability Bootcamp

The Sustainability Bootcamp is expected to take place in autumn organized with ESTIEM and ESTIEM Alumni as it was the case in 2020. The organisation team will kick-off the organisation of the event in May. Further details such as date and location, are however, still to be determined. Continuity in the community built from last year's Sustainability Bootcamp is also planned, initially through calls to discuss new ideas and where other experts can be invited.

Budget

The budget of 2021 considers the realisation of the two aforementioned Caring Conventions, as well as the Leadership Camp and the Sustainability Bootcamp as 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.

Students and associations will continue to be supported by the means collected through the Club of 100, even though the situation with COVID-19 will determine the possibility of ESTIEM events to be organized physically. It is important to note that if the budgeted incomes are not realised, the expenses will be cut accordingly.

In comparison to previous years, further detail is shown to clarify the 5% Foundation operational fee. This policy applies to all projects under the umbrella of the IEM Caring Foundation. Note that it does not apply to the IEM Caring Conventions. This is due to the fact that the Convention is the only event "owned" by the Foundation, it is focused on fulfilling the mission of bringing people together who lead change towards a caring society and, thus, it means to be open for anybody who wants to join. It is for this reason that costs are kept to a minimum and participants, specially students, are supported to join. The IEM Caring Foundation is held accountable for any profit or loss made from the Conventions.



Budget of IEM Caring Foundation 2021

	Expenses	Incomes
Operational	1,086€	435€
Bank	140€	
Website	546€	
Legal	350€	
Postal costs and other	50€	
5% Foundation operational fee		435€
General	700€	450€
Fellows' meeting	100€	
Social Media Ads	450€	450€
Internship position	150€	
Donations		500€
Support to Conventions	550€	150€
Virtual	50€	150€
Copenhagen	500€	
Fol: Strong Sustainability	3,000€	3,000€
Bootcamp (BC)	3,000€	3,000€
BC Foundation operational fee	150€	
Fol: Conscious Leadership	6,477€	5,700€
Leadership camp (LC)	192€	5,700€
LC trainers fees	6,000€	
LC Foundation operational fee	285€	
Fol: Equal Opportunities	9,500€	9,500€
Club of 100	9,500€	9,500€
Fol: ESTIEM Alumni	50€	50€
Fol: Others	300€	0€
Others	300€	
Total	21,663€	19,785€
Overall Result		-1,878€
Fol: Strong Sustainability		
Fol: Conscious Leadership		
Fol: Equal Opportunities		
Fol: ESTIEM Alumni		

I Expense only authorised up to the realisation of connected incomes

Current Fellows of the IEM Caring Foundation

Marija Berg (Serbian, 1992)

Sebastian Katzung (German, 1987)

Federico Bley (Belgian, 1994)

Marlies van Laarhoven (Dutch, 1969)

Carmen García Wang (Spanish, 1993)

Simona Peovska (Macedonian, 1995)

Christoph Hagedorn (German, 1966)

Thekla Werner (German, 1987)