

Morgen Annual Report 2013



Preface

Dear members and partners,

Hereby we present you our annual report for the year 2013. In the current times of rapid societal changes and decreasing financial support, it remains a challenge to continue the activities of Morgen, as stated in the organisation strategy for the previous year. Nevertheless, we have been able to make some steps in the direction of a more sustainable higher education sector and a more aware and active student network.

In this report, the targets from the organisation strategy for 2013 are named and evaluated. Furthermore, some extra projects have been carried out over the last year: these are also described. Regrettably, there are also some projects which had to be abandoned: in these cases, explanation is given on why this decision was made.

As for ourselves, we have already reached half of our board year. We started in July with an enormously motivated group of six new members, and the start of the year was fantastic. The event on the 10th of October, the new Duurzamestudent.nl website, combined with good cooperation with our network within and outside the sustainability sector, have been the start of what will become a great board year 2013-2014.

In 2012, Morgen grew more professionally by launching the SustainaBul and the Manifest van Morgen. In 2013 this path has been continued; the SustainaBul was organised for the second time, growing in size and name, and the 10th of October is becoming an understanding in the higher education sector.

We look back on a successful year wherein Morgen has focused primarily on cooperation, both within as outside the sustainability sector. We would like to thank all our volunteers and partners who have contributed to making 2013 such a successful year for Morgen. We hope we can still count on you in 2014!

On behalf of the board 2013-2014,

Sybren Bosch, chair

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1. Internal affairs

1.1 Organisational structure

1.1.1 Housing

In 2013, much time has been spent on finding new housing options and moving the Morgen office to new locations. The board of 2012-2013 found a place in the centre of Utrecht in June, whereto the new board of 2013-2014 moved the office from the Marshallaan. Unfortunately, Morgen needed to move again in November because the contract was broken by the letter. Since the end of November Morgen does not have an official office anymore, but instead uses a workplace within Green Office Utrecht. This will be for at least the rest of the study year 2013-2014, but other options need to be considered for the future.

1.1.2 Board composition

Goal: Create a full board of six board members

Achieved: The board of 2012-2013 consisted of only five members, but it more could be done with a board of six members, which had been the general composition in the past, . Therefore, the organisation strategy of 2013 included the goal of finding a board of six members. Although it took a little more time than expected, this goal was achieved and a full board of six members was installed in July.

1.1.3 Sustainability of the strategy of the organisation

Goal: Ensure sustainability of the strategy's organisation

Partially achieved: To ensure the sustainability of Morgen's strategy, the organisation strategy of 2013 included two main measures : 1) the creation of a long-term strategy or project framework for both the SustainaBul and the Manifest of Morgen and 2) a well-prepared board transfer. While the first measure has not been achieved, especially because of the difficulty of finding appropriate follow-up events to the Manifest, the second has been largely achieved. The past year Morgen still organised a sustainability event on 10/10 focusing on the exchange of good practices, however this was not necessarily related to the Manifest. The board transfer was well prepared, however, due to the fact that more time than expected was needed to find a full board, not all new board members had sufficient time for optimal preparation.

Furthermore, the archive of Morgen has been completely cleaned and restructured. This provides a strong basis for future archiving and knowledge transfer through subsequent boards.

1.2 Finances

Goal: creating 'Friends of Morgen'

Achieved: After some tedious paperwork a fund called 'Friends of Morgen' was created. Through this fund, our relations can be actively approached for a voluntary donation on a one-time, or regular basis. There is a form for this on the website and on future events forms will be distributed as well.

2. Member organisations

During the past year, we have welcomed two members: SAMEEN (Samen Eigen Energie) from Groningen and Green Office Utrecht. Nevertheless, the number of member organisations remained the same since IESA Shift (Leiden) and Commissie Duurzaamheid Utrecht, announced their resignation from our network in September 2013. Furthermore, there are two prospective member organisations: HUSC (Hogeschool Utrecht Sustainability Committee) and Green Keys Leiden. They already receive all information about projects and workshops, but still need to be officially admitted by the General Assembly. In addition, Morgen is discussing the possibility of a partnership with a couple of organisations that do not have sustainability at the core of their organisation, but are nevertheless interested in the subject. Finally, all the General Assemblies were well visited and there were no problems with achieving the required amount of member organisations.

3. Projects

Sustainabul

The SustainaBul was a great success this year. Twenty-six institutions were ranked on eight different themes within the field of sustainability, ranging from education to waste management, energy and water use. The organisation of the SustainaBul was mainly in hands of Anjelle Rademakers (project employee) and Jelle Hordijk (general board member). The focus was this year more on sustainability itself and less on transparency about sustainability alone. The questionnaires were first sent to the institutions themselves, in the second stage a pool of volunteers, the so-called rankers, were asked to check the answers of the institutions. The ceremony was held in congress centre Antropia and Gunter Pauli was one of the key note speakers. The winner of this year SustainaBul was Wageningen University . Besides the winner, the top five institutions were announced being: University of

Wageningen, Hogeschool Utrecht, Radboud Universiteit Nijmegen, Hogeschool van Amsterdam and Technische Universiteit Eindhoven.

Manifest van Morgen/College van Morgen

The project Manifest van Morgen was replaced this year by the College van Morgen, because the chance that more institutions were willing to sign the Manifest was rather small. The main goal of College van Morgen was facilitating knowledge exchange on the implementation of sustainability measures between higher education institutions. The program included three key note speakers (Thom de Graaf, Jacqueline Cramer and Marjan Minnesma) and representatives from the SustainaBul 2013 top-three.

Sustainable ICT symposium

The ICT congress was held in January and was meant as a pilot to see if further cooperation with SURF could be fruitful. Finding key note speakers was not a problem, however the number of visitors was far too low, especially for the students track. Improving the publicity is one of the main challenges for next year, to ensure a sufficient number of (student) visitors

Klimaatestafette

Klimaatestafette was a project organised in cooperation with NJR, JMA and Global Power Shift. The original idea was to organise a cycling tour from the Hague (Dutch political centre) to Brussels (European political centre) to demand attention for climate change. This idea appeared not to be feasible, and an alternative project was created: an estafette of guest lectures on climate change on secondary schools. In total 750 youngsters were reached, and the statements of all these youngsters were handed to Mariëtte van Empel (director Climate of the ministry of Infrastructure & Environment) and on the COP19 to state secretary Mansveld by the Youth Representatives on Sustainable Development: Ties Mouwen and Ralien Bekkers. In the statements the youngsters call upon politicians to act regarding climate change.

International Conference

The International committee (ICO) was established in 2012 to organise a European sustainability event in cooperation with the European students sustainability organisation SENSD. After more than three changes in the entire composition of this committee, and the resulting uncertainty and delaying of the conference, the board decided in November that it

was not feasible to continue the ICO. This decision has been communicated to SENS, with whom we still have contact, but no active cooperation anymore.

duurzamestudent.nl

Goal: a new website to be more attractive to the wider public – all students

Duurzamestudent.nl had had a tremendous change this year. A new editor in chief, Anjel Punte, is one of the driving forces behind this positive transformation. The website is completely new, with a new website host, website programmer and we are still in the process of hiring new editors. This is going well, visitors numbers are rising each month. The new website is more visually attractive and has more structural content. In 2014 we will start to generate revenue from our newly signed contract with AdFab. In 2014 we aim to prolong and enlarge this newly found success.

Fossil Free NL

From May to October, we have worked together with Urgenda and volunteers of local environmental organisations and have helped to set up the Fossil Free NL Campaign in the Netherlands. The aim of this campaign is to generate publicity about the investments of universities in fossil fuel companies, and several local student groups have demanded their board of directors to stop investing in fossil fuels. During our event on the 10th of October - College van Morgen - representatives of three different universities have promised to look into their investments.

Bata goes Sustainable

Due to a lack of time there has been no more contact between the organisation of the Batavierenrace and Morgen, hence the Bata goes Sustainable commission remained inactive during the past year.

Changemaker NL

Changemaker NL was mentioned in the organisation strategy 2013 as a potential partner for cooperation, because they could be particularly useful for the ICO and Bata goes Sustainable commission. Since these commissions are not active anymore, no more contact has been established between Morgen and Changemaker NL.

4. External affairs

Goal: changing the language of communication from only Dutch to both Dutch and English

Achieved: During the past year, the language of communication has successfully been

changed to both Dutch and English. The website, annual report, policy document and documents for general assemblies are all distributed in both Dutch and English. The only communication channel that remains only in Dutch is the monthly newsletter.

Goal: bring back the balance between the network function of Morgen and the organisation of sustainability events

Not fully achieved -yet: As a board, we feel that there remained a stronger focus on the organisation of sustainability events -than on the network function of Morgen. However, a better balance is still considered appropriate and therefore this goal is included again in the organisation strategy for 2014.

Website

Goal: integrate an online forum in the Morgen website to facilitate the exchange of knowledge and stimulate cooperation between members.

Not achieved: The Platform module should have been added to the website. Agreements on installing this feature were made with the webdesigner. This project has been delayed a couple of times, and still is not fully operational. As changes online go very fast, the current board believes that initiating a forum does not meet the demand of the current member organisations. Therefore, the project has been abandoned. The remainder of the website functioned normally during the year, but cannot be properly accessed from a mobile phone and sometimes is very slow. This has been addressed in the organisation strategy for 2014.

Social media: facebook/twitter

Goal: increase engagement by indication of no. followers (twitter) and likes (facebook)

Our social media is growing very fast. Since July there has been a structural content update. Content is posted at least, but usually more than, once a week. This has resulted in a steady grow of likes and followers and more interaction. The interaction is most valuable – these people are more willing to support us in the long run when we need endorsements for events, or job vacancies. In addition, personal networks of the board are used to endorse duurzamestudent, this has tremendous effect. For large events like the ‘College voor Morgen’ part of the budget should be spent on online, targeted Facebook marketing, this will generate more public – a lesson learned for next time.

The social media channels are:

Twitter: @WijZijnMorgen, @duurzamestudent

Facebook: Morgen, Duurzamestudent

5. Involved parties

Board 2013-2014

Sybren Bosch (Chair)

Timo Boekel (Secretary)

Marijn Bolhuis (Treasurer)

Nelleke Hijmans (PR)

Kaja Sarawating (board member higher education)

Henriette van der Kwast (general board member)

Board 2012-2013

Lisa Olshoorn (Chair)

Daphne Bisterbosch (Secretary)

Caglar Akbulut (Treasurer)

Dieteke Tamminga (PR)

Jelle Hordijk (general board member)

Advisory Council

Just Dengerik

Matthijs Witkam

Tjerk Destombes

Antoine Heideveld

Marjan Kloosterboer

Treasurer Committee

Emre Aydemir

Stefan Philippi

Mirte van Loenen

Editorial Office Duurzamestudent.nl

Anjel Punte

Anke Houben

Cedric van der Ploeg

Esther van Bezooijen

Henriëtte van der Meer

Jacqueline Hoppenreijts

Jacqueline Houweling

Julius Koetsier

Kaja Bouman

Laura van Langen

Lisa Boerop

Marije Schuurs

Merel Hendriks

Nelleke Hijmans

Omayma Wildiers

Sarah Aly

Stef van der Weerd

Susannah Herman

Member Organisations

Universitair Milieuplatform (Wageningen)

Commissie Duurzaamheid Utrecht -> until sep '13

Green Office Utrecht -> from sep '13

Wageningen Environmental Platform

Act Aware Committee (Den Haag)

GreenEUR (Rotterdam)

Green Office Wageningen

Green Office Maastricht

Aktief Slip (Wageningen)

Storm (Utrecht)

SRVU (Amsterdam)

Students for Sustainability Amsterdam

FMC (Delft)
Energy Club (Delft)
Students 4 Sustainability (Delft)
SAMEEN
IESA Shift (Leiden) -> until sep '13

Partner organisations

Urgenda
Upact
SURF
NJR
GroeneGeneratie
Duurzaam Onderwijs Coalitie
AgentschapNL

Committee of Recommendation

Froukje Jansen
Willem Lageweg
Marjan Minnesma -> from oct '13
Wubbo Ockels
Meiny Prins
Stientje van Veldhoven -> from aug '13
Herman Wijffels

6.Year Overview

January

Meeting with Bart ... regarding the website for the Sustainabul and Platform
First meeting with potential member organisation 'Duurzaamheidscommissie Leiden'
Meetings regarding the Manifest of Morgenon with a couple of higher education institutions
Termination chief editor studentenvoormorgen.nl
Interviews with applicants for the coordinator of the Sustainabul 2013
ICT congress

Introductory meeting regarding a Sustainable Young top 100

February

Recruitment new chief editor studentenvoormorgen.nl

Half year evaluation with the Advisory Committee

General Meeting with member organisations (ALV)

Meeting treasury committee

First meeting Soco (recruitment committee new board members)

Start cooperation between Morgen, JMA and NJR to organise a cycling tour from Amsterdam to Brussels

Start cooperation with Urgenda on Divestment Campaign

Start project coordinator Sustainabul (Anjelle Rademakers)

Meeting with Albert Hankel on the Sustainabul 2013

March

Interviews with applicants for the new editor in chief for duurzamestudent.nl

Online posting of the board positions for 2013-2014

Meeting Jesse Klaver (Tweede Kamerlid Groenlinks) upon sustainable education

Meeting Stientje van Veldhoven and Paul van Meenen (D66) upon sustainable education

Fundraising meeting NJR

Evaluation Green ICT congress

Lisa gave a workshop Green Thinking on the HU

Meeting DOC (Duurzame Onderwijs Coalitie)

Preparations Sustainabul 2013

April

ICO transfer from old to new committee

First editors meeting studentenvoormorgen.nl with Anjel (new chief editor)

Meetings regarding Manifest of Morgen

Preparations Sustainabul

Meetings Divestment Campaign

May

Evaluation duurzamestudent.nl and recruitment additional content writers

Completion half year report and financial overview
Meeting Bart regarding website Sustainabul and Morgen website

June

New office for Morgen was chosen, in cooperation with the new board, in the Domstraat
Board weekend
Interaction/transfer weekends between old and new board
General Meeting with member organisations
Meetings Manifest van Morgen

July

Moving the Morgen office (from the Marshallaan to the Domstraat)
Start new board: many introduction meetings

August

Continuation of introduction meetings
Preparations for Morgen event on 10/10
Skypemeetings International Committee

September

Preparation event 10/10: College of Morgen
Recruiting extra members for the International Committee
Evaluation Sustainable Introduction Stunt (Duurzame Introductie Stunt)
Approaching member organisations about Fossil Free NL
Preparation Klimaatstafette
Brainstorm with SURF regarding Sustainabul 2014
Restart Platform

October

College of Morgen (10/10)
Fossil Free NL event at VU
Meetings for the Green ICT congress
Start writing project plan Sustainabul 2014

Climate Summit Kopenhagen: Morgen collaborated with ... by giving guest lectures on primary schools (Klimaatstafette)

November

Board Weekend in Brussels

Donation form for 'Vrienden van Morgen' online

Closure International Committee

Meetings for the Green ICT congress

Completion Klimaatstafette

Completion project plan Sustainabul and sending out funding requests

December

Writing the policy document for 2014

Writing the annual report of 2013

Recruiting project coordinator Sustainabul

Brainstorm session with SURF about Sustainabul

Completion Platform

Meeting with the new and expanded editorial team of duurzamestudent.nl

Meetings for the Green ICT congress