

**M()RGEN**



# **Annual Report 2012**

## **Preface**

**Dear all,**

We hereby proudly present you the annual report of 2012. This report will give an overview of both the successes and challenges Morgen has dealt with in the past year. The goals that have been set out in the organization strategy of 2012 will be evaluated and described.

The six months that now lie behind us we look upon with great gratitude. Although it is often said that it takes you six months to finally get started in whatever new position, the excellent transfer process organized by the board of 2011-2012 however has helped us to immediately start new projects and to get Morgen connected with many new partners and contacts.

The network of Morgen is still expanding and more and more ambitious students in Netherlands organize themselves around the subject of sustainable development and join Morgen. Our role as an umbrella organization has to be continually evaluated and readjusted to new circumstances. In the past six months we have struggled with this question as well: what can we offer our member organizations and how do we make sure that students working on sustainable development stay connected? The roots for new ideas on how to make this happen all lie in 2012, but will find its way to our network in 2013.

The past year we have seen Morgen grow professionally. By launching two national projects, the Sustainabul and the Manifest van Morgen, Morgen has improved and strengthened its connections with higher education institutions and students. 2012 also saw the finale of the Sustainable Student House Competition and the completion of Talenten voor de Toekomst, thereby reaching out to many students in the Netherlands.

For an organization with no structural financial support this has been quite an accomplishment in itself. Although this challenge will remain for next year, the big steps made by Morgen in 2012, gives us confidence that Morgen is on its way up.

We can look back on a successful year wherein Morgen has worked together with inspirational people and partners. Our projects would not have been without their support and help. Therefore, we would like to thank all our volunteers and partners who have contributed to making 2012 such a successful year for Morgen!

We hope 2013 will again bring inspirational and energizing moments and collaborations!

**On behalf of the board 2012-2013,**

Lisa Olsthoorn, chair of Morgen

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## 1. Internal affairs

### 1.1 Finances

Main goal: Morgen has a healthy financial situation by the end of 2012

*Not achieved*

Although Morgen currently has sufficient liquid funds there still is no stable source of income. Obtaining a stable source of income was part of the main aims of the organization strategy of 2012. Until now we have only been successful in finding sponsors for our projects and not for the organization itself.

Another part of the main goal was to increase the number of fundraising committee members and assigning the fundraising committee a more prominent role in the organizations. The situation of the fundraising committee at the end of 2012 is non-active. The fundraising committee has not been involved in the organization of the fundraising activities.

### 1.2 Business plan

Main goal: obtaining a source of income and avoiding the use of equity to facilitate overhead costs.

*Partially achieved*

Until now Morgen has no success obtaining a fixed source of income. Although there is no fixed income, Morgen has succeeded in avoiding the use of equity to facilitate its overhead costs. By saving costs Morgen has achieved its goal of avoiding the use of its equities

### 1.3 Organizational structure

For the year 2012 four goals were formulated with the aim of professionalizing Morgen by the end of 2012:

Goal 1: Strengthen the knowledge exchange within the organization

*Partially achieved*

Although this could be considered a challenging goal to test, it can be said that several efforts have been made to strengthen the knowledge exchange between the board members. CRM (Contact Address book) and monthly reports have helped to document important information. However, there still are challenges with documentation (especially on member organizations) that will hopefully be tackled by developing the *platform* in 2013.

Goal 2: Board composition

*Partially achieved*

For the first half of 2012, the board of Morgen consisted of six board members. Unfortunately, after the board transfer in July 2012, only five board positions were filled due to struggles finding a board member for Sustainable Education (former Higher Education).

Goal 3: Knowledge exchange between boards

*Achieved*

The knowledge transfer between the boards of 2011-2012 and 2012-2013 can be considered a great success. All deadlines for finding a new board have been met. The former board was obviously committed to transferring their experiences in their board position as good as possible. All new board members received a map full of information to become familiar with Morgen as an organization. This was complemented with two weekends of knowledge exchange and getting to know each other.

Goal 4: Guarantee the long-term vision of Morgen

*Not achieved*

The goal of formulating a long-term vision has been suspended, simply because it is too time consuming and most probably has no added value next to the organization strategy.

#### **1.4 Volunteer structure**

Goal: improving the overall volunteer structure

*Partially achieved*

In 2012, Morgen has attempted to strengthen its volunteer network by setting up committees that require voluntary participation. While it was initially planned to (re)initiate a PR, an acquisition, and an international committee. This has only been partially successful, as we currently have an operative international committee. For PR committee we did not receive enough applications. An intern was hired who was responsible for setting up the acquisition committee. But due to her involvement in the early phase of the Manifest van Morgen project we had to postpone the search for committee members.

Another aim was to boost the relationship between Morgen and its current volunteers. In this context a volunteer activity was organized on April 25, entailing a workshop and dinner. A drink for students who volunteered for the Sustainabul project has also been organized, though the attendance was limited. Providing training opportunities for current volunteers was also partially achieved, the editor-in-chief of Duurzame Student was offered training.

Morgen had hoped to create internship vacancies, which could support our organization. In 2012 we therefore hired an intern, as mentioned before. Unfortunately we have to conclude that our organization structure is not the most suitable for interns, as these often require guidance and supervision and we have limited resources to provide this. We have therefore decided not to hire any more interns in the near future.

In conclusion, while we have attempted to set up three committees, we have only succeeded at one. Nonetheless, some investments in both training and other activities have been made to facilitate more contact between Morgen and its volunteers and to create stronger ties between the volunteers and the organization. Therefore our goals have been partially achieved.

## 2. Morgen and her member organizations

Main goal: intensifying and professionalising the contact between Morgen and its member organizations

*Achieved*

Morgen has two main focuses, of which one is her role as a network organization. In the year 2012 the contact between Morgen and its member organizations has been professionalized by assigning the task of keeping contact with the members to one (board 2011-2012) and later two board members (2012-2013). This has made it possible to intensify the contact between Morgen and her members in 2012. By being in touch more, Morgen knows more about her members' activities and can use that information to connect them with each other or offer support when needed. Morgen has organized several network events and has also stimulated contact between members around her national projects. For example by engaging them in the Manifest van Morgen and using the event on Sustainability Day as a place to meet, inspire and exchange.

## 3. Projects

### 3.1 Connection with Higher Education

#### **Manifest van Morgen**

*Previously under the headline College tour.*

*Achieved*

Initially the idea behind the College tour was to let various prominent people and professors give lectures on Sustainability Day (October 10<sup>th</sup>). In collaboration with Urgenda we organized one central event in the Academy Building Utrecht instead. Herman Wijffels, Jan Peter Balkenende and Bert van der Zwaan were our guest speakers and Natasja van de Berg hosted the event and led the discussion. The Manifest of Morgen is inspired and developed by students involved with sustainable development and education (see *involved parties*). The result was a manifesto with ten recommendations on how universities can improve education regarding sustainability. The Manifest van Morgen was handed over to the executive boards of the universities followed by a discussion between guest speakers and the audience. The project will be on going for at least four years, wherein Morgen will work for the implementation of the manifesto and sustainable education in general.

#### **Sustainabul**

*Previously under the headline Rank a University*

*Partially achieved*

All the goals that were set have been accomplished and executed as planned for the Sustainabul 2012. Maastricht University topped the ranking and on March 20 a member of the executive board happily received the Sustainabul. The procedure was developed by Morgen in collaboration with Rank a Brand. Besides many compliments for this initiative for Morgen, the project also received criticism on its methodology, being mainly focused on transparency

Morgen did not manage to secure financing for the Sustainabul 2013 in 2012 so the goals for this project are partially achieved.

### 3.2 Network & lifestyle

#### **Duurzamestudent.nl**

Main goal: to make the website more interactive and attract 5000 visitors a month

*Partially achieved*

With financial support of the NJMO fund it was possible to restructure duurzamestudent.nl. From December 2011 until July 2012 an editor in chief spent 8 hours a week on facilitating the restructuring, coaching the editorial team and recruiting new editors. Articles were written and posted more regularly and the website is made more interactive by posting film material and pictures alongside text. Besides that, Facebook and Twitter are integrated in duurzamestudent.nl. All these changes attracted more visitors to the online magazine, about 4000 a month instead of the previous 3000. This number did unfortunately not continue to grow to 5000 visits during the months September until November, when the team worked without an editor in chief. Duurzamestudent.nl has however grown considerably and become more interactive, so the main goal was partially achieved.

### **Talenten voor de Toekomst (Talents for the Future)**

Main goal: to inspire young people to contribute actively to a sustainable future and to give attention and appreciation to those who already do

*Achieved*

Inspired by the sustainable top 100 by Trouw, a competition for young people was organized. Youngsters up to the age of 25 with a sustainable idea were given the opportunity to compete for a workshop week in Uganda and a professional coaching by the realization of their idea during one year. Morgen organized this together with ASN Bank, Timu Kota and Be More. The website where people could register either themselves or others was launched on 11-11-11. By the end of the application period (March 2012) there were 40 entries. The jury selected 15 of them to present their idea during the grand finale. Out of those finalists, a top 10 sustainable youngsters was chosen. They all went to Uganda and after this travel received support to carry out their project.

### **Sustainability platform for youth & sustainability in the Netherlands**

Main goal: Create a space where young people involved in sustainability can meet, exchange ideas, initiatives and experiences

*Not achieved*

Together with the working group Jong en Duurzaam (Young and Sustainable) from the NJR, Morgen wanted to create a sustainability platform to connect young people working in the field of sustainability. In the beginning of 2012 a few meetings took place and rough plans were made. However, due to more pressing issues and projects for both organizations, this idea was not carried out.

### **Het Duurzaamste studentenhuus**

*Previously under Collaboration with local organizations*

*Achieved*

The most Sustainable Student House competition was initially initiated by SIFE, Morgen adopted the project and executed it in collaboration with Upact, Hivos and ASN bank. In December the price (a 1000 euro cheque that can be invested in a project concerning sustainability) was awarded to the Stamkartstraat in the Hague. Morgen is pleased with the fact that the students who live here are members of our member organization: the Act Aware Committee.

## **3.3 Current issues**

### **Amsterdam +20**

Main goal: to make young people aware of and involve them with the sustainability conference in Rio de Janeiro in June 2012

*Achieved*

Amsterdam +20 became Rotterdam +20. In cooperation with a lot of other organizations, Morgen was involved in organizing this three days long event. Morgen actively promoted the

event in her network and contributed to the actual simulation of Rio+20. The former chair of Morgen was leader of one of the simulation rounds.

### **3.4 Collaboration with local organizations**

#### **DuKo**

Main goal: Starting up the DuKo in Utrecht

*Achieved*

The DuKo has become reality in 2012 and can be used in a number of stores in Utrecht. In the beginning of the year a team of enthusiastic volunteers was formed. In collaboration with STORM they worked hard on creating partnerships with shops and realizing discounts on products and services. By April everything was ready and the DuKo was launched. Throughout the second half of the year (e.g. Uitmarkt) the DuKo was sold. The volunteers and STORM were responsible for most of the marketing for the DuKo and made it a success.

#### **Bata Goes Sustainable**

Main goal: Set up a Bata Goes Sustainable committee

*Not achieved*

There was good hope that the Bata goes sustainable committee would become a success this year. A vacancy was set out and there were several positive reactions but on the last moment people pulled out. This meant that the criteria for a functional committee were not met and the decision was made not to continue with the committee in 2012. Preparations for potential actions and ideas made by the members in the beginning of the year are documented for possible use in the future.

### **3.5 International connection and sharing of knowledge**

#### **Green International Campus (GIC) 2012 Malmö**

*Not achieved*

The conference in Malmö by Green International Campus was cancelled due to financial problems on the side of GIC.

#### **International committee**

*Previously under the headline "SENSD- Nederlandse tak".*

*Achieved*

Morgen has successfully set up an international committee to represent Morgen internationally and represent SENSD in the Netherlands. The committee started in April and together investigated the role and tasks of the committee. In November two members of the ICo and a board member of Morgen participated in the side event "Building future curricula: Sustainability in Higher Education" of the European Development Days in Brussels organized by SENSD. This was of great value to Morgen and a nice opportunity to meet people from other countries involved with the subject and to share knowledge.

## 4. External affairs and communication

The main goal set by the organization strategy in 2012 was to improve the visibility of Morgen among students and higher education institutions. Therefore four sub goals have been formulated:

Goal 1: Increase contact with higher education institutions

*Achieved*

Morgen has extended and improved its contact with higher education institutions. This can mostly be explained by the projects Sustainabul and the Manifest van Morgen. Both projects have led to media exposure and increased the visibility of Morgen within higher education institutions. Manifest van Morgen has in 2012 already stirred up dialogue between Morgen, students and the executive boards of universities and associated lectors and employees, leading to hopefully fruitful co-operation(s) and initiatives in 2013.

Goal 2: Joining others networks/umbrella organizations

*Partially achieved*

Morgen has not joined the Lsvb (National Student Union) as was planned. Nevertheless, both the Lsvb and NJR have been addressed for several trainings to improve knowledge/skills on topics such as fundraising and writing an organization strategy. Furthermore, Morgen has joined both the DOC (Sustainable Education Coalition) as a member of the Advisory Council and DUPLHO (Platform for Higher Education), thereby strengthening the knowledge exchange with other network organizations and putting Morgen on the map.

Goal 3: Continuing PR committee

*Not achieved*

Already in March was decided that the PR committee was suspended, due to the limited amount of applicants. The board of 2011-2012 led the new board decide whether to retry in the second half of the year. However, due to other priorities the board has decided not to continue the search for a PR committee in 2012.

Goal 4: Successful network events

*Achieved*

Morgen has attended network events and receptions intensively and organized network events such as 'Sustain Your Uni' and Manifest van Morgen.

In general can be said that the visibility of Morgen among students and higher education institutions has been improved in 2012 due to joining other network organizations, putting Morgen as an organization on the map during network events such as Manifest van Morgen and exchanging knowledge with other passionate people (including students) in the field of sustainability. Although the ambition to make the PR committee a success has not been realized, the efforts Morgen has made on its own in 2012 to improve its visibility can definitely be considered a success.

## 5. Involved parties

### **Board 2012-2013:**

Lisa Olsthoorn (chair)  
 Daphne Bisterbosch (secretary)  
 Caglar Akbulut (treasurer)  
 Dieteke Tamminga (PR)  
 Jelle Hordijk (general board member)

### **Board 2011-2012:**

Hilde Zevenbergen (chair)  
 Judith Strik (secretary)  
 Michiel Wouters (treasurer)  
 Jeroen van Zanten (PR)  
 Laura Kornegoor (board member higher education)  
 Lody Kuling (general board member)

### **Advisory Council:**

Tjerk Destombes  
 Just Dengerink  
 Matthijs Witkam  
 Antoine Heideveld  
 Rosa Draaisma

### **Treasury Committee:**

Jos van der Velde  
 Alexander Beunder  
 Sophie Buchel  
 Guus Bakker  
 Arne Pronk  
 Maarten Akkerman

### **Interview Committee:**

Anissa Oukhiar  
 Sabina Gietema

### **Interview Committee trainers:**

Kristel Lageweg  
 Joost Heilbron

### **International Committee:**

Hidde Koning (coordinator)  
 Lisa Schipper  
 Vincent McLeese

### **Editorial office Duurzamestudent.nl:**

*Editors in chief*

Marije Schuurs (editor in chief December 2011 until June 2012)

Peter Zeilstra (editor in chief from December 2012 onwards)

*Editors*

Jacqueline Houweling  
 José de Jong  
 Cedric van de Ploeg  
 Jacqueline Hoppenreijts  
 Adinda Verburg  
 Julius Koetsier  
 Nina Bogosavac  
 Lisa Boerop  
 Lars Boogaard  
 Anne Mels

**Manifest van Morgen:**

Ine Bakker  
 Wijnand de Leeuw  
 Anneke Rooth  
 Esther Wapstra  
 Liset Meddens  
 Lynne Trum  
 Victoria de Leeuw  
 Bob Verhagen  
 Sebastiaan van Zaanen  
 Ralien Bekkers  
 Jonas Voorzanger  
 Barbara Koole  
 Farah Meeuse  
 Lisanne Mulders  
 Jacqueline Houweling  
 Lavinda Kok  
 Nathan de Groot  
 Laura Reijnders

**Rank a University:**

Sabina Gietema (project coordinator)  
 Christa Blokhuis (ranker)  
 Bettine Lalieu (ranker)

**DuKo:**

Keiko Chavers (project coordinator)  
 Ratna Timmermans  
 Marijn Polet

**Bata Goes Sustainable:**

Bob Peeters

**Other volunteers:**

Jan van der Lugt (ICT)  
 Bart Roorda  
 Gerben Schmidt  
 Licia Jasperse (technical chairman GA)  
 Marijke Langeveld (secretary GA)

**Member organizations:**

Act Aware Committee (The Hague)  
 Commissie Duurzaamheid Utrecht (Utrecht)  
 Energy Club (Delft)  
 GreenEUR (Rotterdam)

Green Office (Maastricht)  
FMC (Delft)  
SHIFT (Delft & Leiden)  
SMOG (Groningen)  
SRVU (Amsterdam)  
STORM (Utrecht)  
Students for Sustainability Amsterdam (Amsterdam)  
Students 4 Sustainability (Delft)  
UMP Nijmegen  
WEP (Wageningen)

**Partner organizations:**

Agentschap NL  
ASN Bank  
Batavierenrace  
Be More  
Byte  
Changemaker NL  
Duurzaam MBO  
Duurzame Onderwijs Coalitie  
Duurzame PABO  
Fairtrade Hogescholen en Universiteiten  
Het Groene Bureau  
Hivos  
NJR  
NJR Jong & Duurzaam  
One World  
Rank a Brand  
SENSD  
SURF  
Timu Kota  
Upact  
Urgenda  
Utrecht Sustainability Institute

**Committee of recommendation:**

Froukje Jansen  
Willem Lageweg  
Wubbo Ockels  
Meiny Prins  
Herman Wijffels

## 6. Year overview 2012

### January

Board evaluation with the Advisory Board  
 SURF Symposium  
 Start-up College Tour (later Manifest van Morgen)  
 Rank a university: ranking by volunteers  
 Talenten voor de Toekomst: active search for participants  
 DuKo ambassadors selected  
 Contact with SENSD about starting International Committee

### February

General Assembly  
 Green Soap Bubble transferred to Rob Bos (eco-logisch.nl)  
 Start cooperation Upact and Hivos for Sustainable student housing project  
 Talenten voor de Toekomst: deadline and grand finale  
 Vacancy PR Committee distributed  
 Interview Committee new board installed

### March

Job interview for trainee acquisition  
 Contact Urgenda for cooperation College Tour (Manifest van Morgen)  
 Sustainabul awarded  
 Completion CADE project  
 Vacancy International Committee distributed  
 Vacancies new board distributed

### April

Training fundraising  
 Workshop with volunteers  
 Start International Committee (ICo)  
 Board weekend

### May

Training on volunteer strategies  
 Contact with new members: S4S, Energy Club  
 Job interviews and selection board 2012-2013

### June

General Assembly  
 Training board 2012-2013

### July

Reshaping College Tour to Manifest van Morgen

### August

Manifest van Morgen: contact executive boards, student boards and members  
 UIT-markt Utrecht DuKo

### September

Changes duurzamestudent.nl website  
 Manifest van Morgen: brainstorm session and Manifesto written  
 Manifest van Morgen: launch [www.manifestvanmorgen.nl](http://www.manifestvanmorgen.nl)  
 Duurzame Student: job interviews editor-in-chief

### October

Start Duurzaamste Studentenhuis (Most Sustainable Student House)  
General Assembly: new members CDU & SHIFT  
Manifest van Morgen: event on Sustainability Day  
Training at Lsvb: writing an organization strategy  
Board weekend  
Duurzame student: job interviews editor-in-chief  
Orientation sustainable banking project

## **November**

Brainstorm with members for organization strategy  
Contact ChangemakerNL about traineeship  
Contact new members: Wageningen Green Office, HUSC, Aktiefslip

## **December**

Translation to English started  
End Duurzaamste Studentenhuis competition  
DOC lobby meeting  
Manifest van Morgen: Meetings with stakeholders & education executives  
Start-up Business Cases with Pia Fidelis  
Preparations ECompetition

