

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 10th). 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
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

