

Morgen Annual Report 2014



Preface

Dear members and partners,

Hereby we present you our annual report for the year 2014. In this report, the targets from the organization strategy for 2014 are named and evaluated. Furthermore, some extra projects have been carried out over the last year: these will also be discussed in this report.

The sustainability movement has been growing and moving forward over the last years. We see rapid positive societal and economic changes, but the challenges caused by the boundaries of our environment stay ginormous. Many successes have been achieved in our field during the year 2014. And we are happy to announce that Morgen has played an active role in many of them. In particular, I would like to call your attention to the prolongation of the SustainaBul and the National Convention for Sustainability in Education, which has been signed by a majority in the House of Representatives.

Thanks to the financial security that has been ensured by our collaboration with RVO.nl we have been able to focus on our most essential mission: making the higher education sector more sustainable. We have surely been able to make some steps in the direction of a more sustainable higher education sector and creating a more aware and active student network. The growing number of member organizations and Green Offices, together with the success of the DIS, the Securing Sustainability Conference, the SustainaBul Roadshow, the new website, the SustainaBul and the first steps towards an overarching supporting office for sustainability in the Dutch education system definitely prove that it has been a successful year for Morgen.

As for our board, we have already reached half of our board year. Time flies, but it always leads to Morgen. Most of our energy comes from and goes to Morgen. We feel all very privileged that we are able to move forward with this organization. During the second part of our board year we will do our best to keep moving forward.

To conclude, we look back to 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 2014 such a successful year for Morgen. We hope we can still count on you in 2015 and beyond!

On behalf of the board 2014-2015

Mart Lubben, Chair

Contents

1. Student network.....	4
1.1 Consolidation of the ties with and between our members	4
1.2 Active recruitment of members	4
1.3 Initiation of working groups or think-tanks.....	Fout! Bladwijzer niet gedefinieerd.
1.4 Cooperation with non-members	Fout! Bladwijzer niet gedefinieerd.
1.5 Organise the Duurzame Introductie Stunt (DIS).....	Fout! Bladwijzer niet gedefinieerd.
2. Professional network.....	6
2.1 Rijksdienst voor ondernemend Nederland (RVO).....	6
2.2 SURF.....	6
2.3 NJR.....	7
2.4 Groene Generatie.....	7
2.5 Urgenda	7
2.6 Sustainable Motion	7
2.7 Fossil Free NL.....	7
2.8 VVM	7
3. Higher education	8
3.1 VSNU & VH	8
3.2 Cooperation TU Delft Industrial Ecology	8
3.3 Intense cooperation with education institutions	8
3.4 Involve member organisations.....	8
4. Communication	9
4.1 Morgen website	9
4.2 Morgen newsletter.....	9
4.3 Morgen social media	9
4.4 Personal networks.....	9
4.5 DuurzameStudent website.....	9
4.6 Duurzame Student social media.....	10
5. Continuity	10
5.1 Adopting a CRM system	10
5.2 Adapting the process of the board transfer	10
5.3 Expanding the Advisory Board	10
6. Finance	11
6.1 Project financing.....	11
6.2 Ensure that Morgen will consist of volunteers for 100%	11
6.3 Diversify structural income sources	11

1. Student network

1.1 Consolidation of the ties with and between our members

Status: partly achieved

In order to improve the ties with our member organizations, the position “general board member” has been changed into the position “board member student network”. In March and April the board of 2013-2014 held individual interviews with all member organizations. These interviews focused on the current and future cooperation between Morgen and its member organizations, as well as the expectations of the different parties towards each other. During the fall and winter of 2014, our board organized the second round of these interviews in which we evaluated the collaboration with our member organizations. Simultaneously, the document Member Morgen Overview was drafted.

Furthermore, the board of 2013-2014 attempted to organize a workshop in order to increase contact between our member organizations. Unfortunately, the workshop has failed to realize, due to insufficient participants. To attain the purpose, however, the board of 2014-2015 has introduced the concept of cluster meetings between member organizations that are placed in the same geographical region and have overlapping interest. The first cluster meeting took place in Utrecht in early December.

1.2 Active recruitment of members

Status: partly achieved

In the organization strategy of 2014 the board of 2013-2014 communicated that it wanted to expand the network of member organizations by actively looking for student organizations that fit within the network of Morgen. Therefore, we are happy announce that two new organizations joined Morgen last year. Namely, Shift Leiden and NRG.

Furthermore, the board of 2014-2015 has laid contacts with possible new members including the new Green Offices.

1.3 Initiation of working groups or think-tanks

Status: not achieved

The organizational strategy of 2014 included the objective to initiate a think-tank consisting of representatives from member organizations. This has unfortunately not been achieved.

1.4 Cooperation with non-members

Status: partly achieved

In the organizational strategy of 2014 the previous board announced that it wanted to increase cooperation with non-members and people that are not yet active in the field of sustainability and/or have not incorporated sustainability into their organizations. For this purpose, a page has been created on the new website with tips on how to incorporate sustainability in an organization.

Furthermore, the board aimed at visiting more general events in order to expand our network outside the field of sustainability. Simultaneously, it aimed at inviting non-member organizations to our events and workshop. The second was achieved amongst others during the SustainaBul, the Roadshow, the Securing Sustainability Conference and the Green Office Workshop, which were open for members, university staff and non-members. Furthermore, our board visited a board weekend organized by the Flemish organization “Knooppunt voor Toekomstige Generaties” in September where we collaborated with many different organizations that work on diverse social affairs.

1.5 Organize the Duurzame Introductie Stunt (DIS)

Status: achieved

In September 2014 Morgen succeeded in organizing a successful DIS (the Sustainable Introduction Stunt). This was made possible through collaboration with HIVOS and WakaWaka. HIVOS provided a grant, which included the prize money, and WakaWaka offered six WakaWakas to the cause. Close contact was held with EEN, the former organizer of the DIS to ensure that no valuable project information was lost.

Ultimately, thirteen organizations from all over the country participated in the DIS. The award ceremony was held during the SustainaBul Roadshow. The board of 2014-2015 established a report for both HIVOS and all participants of the DIS. Contacts have been laid with HIVOS and UMEF for the organization of the DIS 2015.

2. Professional network

In the organizational strategy of 2014 the board announced five goals for our professional network.

1. Keep in touch with external organizations on regular basis.
Status: pending
 - The contact with external actors is described in paragraphs 2.1-2.8.
2. Meet with the advisory committee at least four times per year.
Status: achieved
 - A document has been drafted with agreements between the board and the advisory committee.
3. Meet with members of the Committee of Recommendation at least once per year and involve these members in Morgen activities.
Status: achieved
 - With six out of eight members of the Committee of Recommendation, individual appointments have been made and the current status of Morgen has been discussed, including the role of the Committee of Recommendation.
4. Sign cooperation agreements with two external actors, in order to ensure long-term cooperation with obligations from both sides.
Status: achieved.
 - Cooperation agreements have been signed with RVO.nl and SustainableMotion.
5. Intensify cooperation with SURF in order to integrate the yearly SURF Sustainability Congress and SustainaBul award ceremony.
Status: achieved.
 - Cooperation with SURF is very intense and good; the congress and the SustainaBul will be organized on the 29th of May at the university of applied sciences Leiden.

2.1 Rijksdienst voor ondernemend Nederland (RVO)

In May 2014, Morgen signed a long-term agreement with RVO in which RVO committed to a yearly grant of maximum €10.000 per year for the next three years. The grant is awarded if the money is spent.

2.2 SURF

Cooperation with SURF intensified in 2014 through the organization of amongst others the Green ICT congress in January, the organization of the SustainaBul Experience on June and the organisation of a board-level dinner on sustainability and cooperation of the higher education- and ICT-sector. Currently, there is close cooperation with SURF Sara in the process of organizing the SustainaBul 2015 and the Green ICT congress. Both will be held on the 29th of May at the Leiden University of Applied Science.

2.3 NJR

Over the year 2014 Morgen closely cooperated with the NJR. As such the NJR, the national youth representatives on Sustainable development and Morgen cooperated on several issues including the National Convention for Sustainability in Education. More recently Morgen was awarded a grant from the NJMO found for the SustainaBul 2015.

2.4 Groene Generatie

The contact and cooperation between Morgen and Groene Generatie is continuous. Over the last year there has been an intense collaboration with regard to the National Convention for Sustainability in Education. Furthermore, Groene Generatie gave offered workshops during the ICT symposium and SustainaBul Experience.

2.5 Urgenda

Collaboration with Urgenda regarding projects has been minimal. There is however good and continuous communication between the two organizations.

2.6 Sustainable Motion

In May 2014, Morgen signed a cooperation contract with SustainableMotion, in which both parties committed to cooperate on specific projects and to promote each other's projects within their own network. Furthermore, the organizations will co-organize the Sustainable Career Event of 2015 together.

2.7 Fossil Free NL

In the first half of 2014 Morgen facilitated a workshop for FossilFreeNL. This has led to the establishment of several working groups within multiple universities. The current role of Morgen in this movement is unclear. We do however have a good continuous communication with the organization.

2.8 VVM

Morgen currently does have contact with the Vereeniging voor Milieu professionals (federation for environmental professionals). This could however be intensified. VVM wants to increase the number of student members, and organizes many interesting activities. We among others work together with regards DuurzameStudent.nl and their magazine on Milieu. As such articles on the SustainaBul and the DIS have been published in this magazine.

3. Higher education

1. Have all universities and all 'large' universities of applied science participate in the SustainaBul. **Status: not achieved**
 - The number of participants in the SustainaBul ranking decreased due to a lack of understanding – by too limited time for talking to individual education institutions. Too many times has been spent on finances. This financial part has now been taken care of for the period until 2016.
2. The SustainaBul will become the standardized ranking for all higher education institutes, accepted and supported by the VSNU and the VH. **Status: Not achieved**
 - Discussions have been held with the VSNU and the VH. Though they informally support the organization of the SustainaBul they are not willing to make it the standardized ranking for all higher education institutes in The Netherlands at the moment. Further discussions with the VSNU and VH will be held in 2015.
3. Extend the SustainaBul to provide full coverage of all-important aspects of sustainability, both in education, research as operational management. **Status: achieved**
 - The SustainaBul questionnaire has been completely renewed with input from the student network and education institutions. This has been done through a brainstorm.
4. Exchange best practices on a more frequent scale than only at the 10th of October event; at least three times per year. **Status: achieved**
 - On October 2014 Morgen organized the SustainaBul Roadshow in collaboration with the Green Office Wageningen at Wageningen University. The board is furthermore, looking into the possibility of organizing another Roadshow before the SustainaBul.

3.1 VSNU & VH

Over the last year there has been contact with the VH and the VSNU; previously, this contact was not present. However, both organizations have communicated that Sustainability within the higher education system is currently not on their priority list. The board of Morgen will evaluate this in the spring of 2015.

3.2 Cooperation TU Delft Industrial Ecology

In 2014, a cooperation has been set up with Delft / Leiden university students of Industrial Ecology. They have carried out a project in order to develop a Sustainability Measurement System for Delft University of Technology. The results of their study can be found on the Morgen website.

3.3 Intense cooperation with education institutions

As described in the organizational strategy of 2014, Morgen has intensified its cooperation with higher education institutions in the organization of its events. By hosting events within these institutions, the costs have been substantially reduced thereby ensuring the long-term continuity of the projects. By rotating the institutions that are hosting events, Morgen ensures the independence of its projects.

3.4 Involve member organisations

During the last half of 2014 the board has looked into numerous ways to involve member organizations in the SustainaBul. As such the SustainaBul will be incorporated in all agendas of the

Cluster meetings so that member organizations can remain up-to-date about the SustainaBul and about the ways in which they can contribute to this project.

4. Communication

4.1 Launch new website

Status: achieved

This year a new website of Morgen has been launched and brought up to date. The most important advantage of the new website is that it includes direct links to the website of the SustainaBul and duurzamestudent.nl. Furthermore, the website has been designed so that board members of Morgen can easily add messages or change small settings.

There are, however, several issues with the website including outdated information. The board will have a closer look at these issues in 2015 and update the website.

4.2 Increase the online network of Morgen via the newsletter

Status: partly achieved

The number of subscribers to the newsletter has been fluctuating but has generally increased in comparison to last year. The December edition of the newsletter did exceptionally well. Furthermore, the newsletter has become more constant regarding content and more attractive.

4.3 Increase the online network of Morgen through social media

Status: partly achieved

To ensure regular updates through Twitter, the board of 2013-2014 implemented a program which sends tweets at preset times. In addition, the Facebook page of Morgen is regularly updated and a separate Facebook page is created for the member organisations, to enable easy communication between members regarding projects.

4.4 Increase the Morgen network through personal networks

Status: partly achieved

The personal networks of board members have been addressed in order to promote Morgen activities. However, the potential could have been higher. In 2015 the board will therefore further focus on expanding the network through their own personal network by for instances recruiting rankers from this network.

4.5 Enlarge the Team of the DuurzameStudent website

Status: achieved

Many things happened with regard to the DS website over the last half year. New chief editors as well as writers have been hired. Furthermore, the website duurzamestudent.nl was transformed and re-launched in December 2014. Currently, efforts are being focused on ensuring sufficient new content as well as the quality of the content.

4.6 Enlarge the number of visitors DuurzameStudent.nl using social media

Status: not achieved

The DuurzameStudent social media has been actively used to promote the DuurzameStudent website.

5. Continuity

5.1 Adopting a CRM system

Status: not achieved

A CRM system has not been adopted.

5.2 Adapting the process of the board transfer

Status: not achieved

This year the Search Committee consisted of the entire board to ensure that as many people as possible could be reached within our own networks. As such the separate Search Committee was abolished. The coordination of the potential new board members was done by the Interview Committee, which consisted of two board members and two external partners/members. Transition documents were revised and updated. The transition period itself took place in June 2014.

5.3 Expanding the Advisory Board

Status: achieved

To ensure the continuity of the Advisory Board, and to replace leaving members, five new members were installed during the last two General Assemblies of the board of 2013-2014. Namely, Laura Kornegoor, Lody Kuling, Licia Jasperse, Dieteke Tamminga & Esther Peeters.

6. Finance

6.1 Project financing

Status: achieved

To ensure that large projects such as the SustainaBul and the yearly event on the day of Sustainability (10/10) can take place, the board of 2013-2014 decided to cooperate with institutions of higher education by letting them host the SustainaBul and the Roadshow. Our board and hopefully future boards will continue this practice. Furthermore, the signing of the contract with RVO.nl means that there are sufficient funds to ensure the continuity of these long-running projects. The €500,- grant from the NJMO found also contributes to this.

Unfortunately, contact with AdFab has been very difficult and we will most likely not get paid for the advertorials they placed on duurzamestudent.nl.

6.2 Ensure that Morgen will consist of volunteers for 100%

Status: achieved

Morgen only works with volunteers; also for the SustainaBul this year, a volunteer has been attracted as project coordinator. A financial compensation can be given to these volunteers but they remain essentially volunteers and are not employees.

6.3 Diversify structural income sources

Status: achieved

The donation system 'Vrienden van Morgen' was implemented in the new website as well as on the website 'geefgratis.nl'. The goal is to approach our own network as well as promote it on our own events, so that both monthly/yearly as well as single donations will materialize. Currently, there have not been many donations yet but we are hopeful for the future.

7. Year overview

January

- Green ICT congress took place on January 30th
- Invitations sent for the second General Assembly
- Carlos Bourbon de Parme was added to our Committee of Recommendation
- Recruitment of project coordinator of the SustainaBul and of new rankers

February

- Launch of new website of Morgen
- Meetings EEN to discuss the organization of the Duurzame Introductie Stunt
- Second General Assembly on February 21th
- Award ceremony Duurzaamste Studentenhuis on February 13th
- Meeting with 20 sustainability coordinators of higher education institutions on February 5th
- Long-term vision written for duurzamestudent.nl and 4 new editors hired to increase the content

March

- Meetings with student network (member organisations) and external network (Herman Wijffels, Willem Lageweg and Urgenda)
- Board vacancies posted on own websites as well as oneworld.nl
- Meetings with RVO
- Meetings with SoCo (solicitation commission)
- Invitations SustainaBul sent
- Meetings with rankers of the SustainaBul on March 21st
- Projectplan for Duurzame IntroductieStunt was sent to Hivos

April

- Meetings external network (political parties, DJ100, VVM) and meetings student network (member organisations)
- Preparations sustainable colleegetour for October 14th 2014 in cooperation with Green Office WUR
- Request board funds 2014-2015
- Questionnaires SustainaBul sent to all participating institutions
- Confirmation DIS: Hivos has granted the 2500 in funds
- Posting new vacancy of final editor duurzamestudent.nl

May

- Interviews with potential board members
- Meetings external network (RVO, VH, Foundation for Environmental Education)
- Preparations SustainaBul
- Advertorials on duurzamestudent.nl finalized
- Invitations DIS sent

June

- Final preparations and organization of SustainaBul, taking place on June 11th
- Board transfer: 'inwerkweekend', meetings to introduce new board members to all relevant partners

July

- Preparations for the DIS and SustainaBul Roadshow
- Preparations for the Securing Sustainability Conference
- Meetings with partners

August

- Visiting Stunts for the DIS
- Inviting speakers for the SustainaBul Roadshow

September

- Visiting Stunts for the DIS
- Launch of voting procedure DIS online
- Winners DIS announced
- Securing Sustainability Conference on September 26th
- Board weekend in Belgium at "De Knooppunt voor Toekomstige Generaties"
- September 26th: first General Assembly of the board of 2014-2015

October

- October 2nd: visiting the Copernicus Alliance Conference with RVO.nl in Prague
- October 9th: Launch of the National Convention of Sustainability in Education
- October 9th: first meeting Program Committee Green ICT with Surf and RVO
- SustainaBul Roadshow & Award Ceremony DIS in Wageningen on October 16th
- Input Meeting SustainaBul Questionnaire on October 30th

- Green Office Workshop by Felix Spira at the Green Office Utrecht on October 30th

November

- November 8th: Policy weekend in Borger, where we established the first draft of our organizational strategy for 2015.
- Preparations Sustainable Career Event
- Meeting with the Advisory council about the organizational strategy
- Meetings with the Leiden University of Applied Science & Surf Sara about the SustainaBul

December

- December 8th: First Cluster Meeting
- Second version of the organizational strategy
- Preparations Sustainable Career Event