

Organisational Strategy

Studenten voor Morgen 2020

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Preface

‘Climate change is the single biggest thing that humans have ever done on this planet. The one thing that needs to be bigger is our movement to stop it.’

Bill McKibben

I want to start the preface of the Organisational Strategy with a quote of environmentalist Bill McKibben. Studenten voor Morgen is part of this movement. It feels empowering to see so many people working with passion on the implementation of sustainability all around them.

In the years that Studenten voor Morgen exists, which was at first as *LHUMP*, progress has been made. Nowadays, many higher education systems have a Green Office and employees working on sustainability. There are many student organisations working on sustainability in their own ways, for which we love to be a network.

A wise lecturer once stated that important transitions take time, that it takes time to make the system we live in more sustainable. Well, the time is ticking. We are at the start of a new decennium. A decennium in which our society will decide if we can achieve the Sustainable Development Goals in 2030. A decennium in which our society will decide if we can create a circular economy in which we stay inside the boundaries of our planet and in which no one is left behind. A decennium in which our society will decide if we are creating a sustainable future or we keep destroying the planet for future generations.

Bill McKibben won the Gandhi Peace Award and the Right Livelihood Award, which is an award to *‘honour and support those offering practical and exemplary answers to the most urgent challenges facing us today’*. One practical answer to face current issues is to optimise our educational system. To make sure that no student leaves an educational institution without being aware of the status of the planet and to be able to be a part of the solution instead of the problem.

This decennium is one in which we can proof that our society wants to be part of the solution. A decennium in which we will proof that our movement is big enough to stop climate change.

On behalf of the Board 2019-2020,



Britt Dragstra

Chair of Studenten voor Morgen 2019-2020

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Introduction

‘The student network for a sustainable future’, ‘a student organisation that tries to make higher education more sustainable’ and ‘a network organisation that connects local sustainability initiatives’ are all possible answers to the question of what an organisation Studenten voor Morgen is. Studenten voor Morgen (translated: Students for Tomorrow) is a multifaced organisation. The mission and vision are based on the statutes and the manifest of Studenten voor Morgen.

Mission and vision

The main reason Studenten voor Morgen exists, is the following mission:

‘Studenten voor Morgen aims to contribute to the realization of the three SDG’s (4: quality education, 13: climate action and 17: partnerships for the goals) in an optimistic and politically neutral way, by being a network organisation for sharing knowledge in the field of sustainability in higher education.’


While pursuing this, there is a clear vision of the future:

‘Studenten voor Morgen strives for a sustainable world through complete integration of sustainability in higher education.’

In other words, sustainability should become the norm in higher education.

Structure of the organisation

To get a better understanding of Studenten voor Morgen, it is important to know about the structure of the organisation (Figure 1).

 The board of Studenten voor Morgen exists of five voluntary board members at the moment. The executive board consists of the chair, the secretary and the treasurer. The other two board members are more function specific. On the one hand, board member Higher Education focuses on the educational institutions. On the other hand, board member Student Network focuses on the member organisations that exist of students. The external communication that was the responsibility of board member Public Relations in previous years, has been split among the chair and board member Higher Education. During the first period of the year 2020, there will be a coordinator for the Social Media of Studenten voor Morgen. During the second period of the year 2020, there will hopefully be six board members again.

- Other coordinators of Studenten voor Morgen are the Green Office Coordinator, the SustainaBul Coordinator and the Sustainable Introduction Stunt Coordinator. The Green Office Coordinator stays in contact with the Green Offices in the network and supports them where it is possible. The SustainaBul Coordinator helps with the organisation of one of the projects: the SustainaBul. The Sustainable Introduction Stunt Coordinator helps with the organisation of another project: the Sustainable Introduction Stunt.
- The editors of DuurzameStudent.nl are responsible for the publication of articles about sustainability on this platform of Studenten voor Morgen.
- Leren voor Morgen is an important partner organisation of Studenten voor Morgen. For years, they have financially supported the organisation.
- The Committee of Recommendation currently consists of the following members: Herman Wijffels, Marjan Minnesma, Carlos de Bourbon de Parme, Jan Terlouw, Willem Lageweg, Thiëmo Heilbron en Antoine Heideveld.
- Convenants and partners are also important for the growth and development of the organisation.
- As the name suggests, the Advisory Board gives advice to the board of Studenten voor Morgen.
- Studenten voor Morgen currently has over 35 member organisations.



Figure 1. The structure of the organisation

An overview of the projects

Studenten voor Morgen runs a few projects. In a few existing projects, they have the leading role (DuurzameStudent.nl, SustainaBul and Sustainable Introduction Stunt). In other projects, they have executive tasks (Lobby Project J4 (Onderwijzer), Groene Peper (NDDHO), SPRINT and the Student Energy Race). In the Organisational Strategy of 2020 we introduce two new projects: Buddies of Morgen and Vereniging Beleggers voor Duurzame Ontwikkeling (VBDO). There are also projects of partners (the Sustainability Career Event of Sustainable Motion for example), in which Studenten voor Morgen plays a supportive role.



Figure 2. An overview of the projects

Strategy

Next, the strategy of the organisation should be elucidated, with other words: what Studenten voor Morgen does to achieve the mission and vision. There are four different strategies that are being used:

I

Organising projects aimed at all students in the higher education system in the Netherlands

2

Organising projects aimed at all higher education institutions

3

Being a networking organisation for a selection of organisations aimed at students and sustainability in the higher education system

4

Being a networking organisation for all sorts of student organisations that want something with sustainability

Goals for 2020

Finally, this document contains the goals that Studenten voor Morgen will try to achieve in the year 2020. The four main goals in order to increase the impact and engrain the current position of the organisation are strengthening our internal organisation, our network, our position and our projects.

Reading guide

Now that the mission and vision of Studenten voor Morgen is clear and we have elaborated on the structure and the strategy of the organisation and we have given an overview of the projects, we will elaborate on the internal organisation, the network, communication, finances and the projects. Every subject starts with the description of the current situation and will contain the goals and the plan of action for 2020. The projects all start with 'why, how and what' to make sure the project is in line with the mission and vision of Studenten voor Morgen.

Specific plans

Internal organisation

Current situation


The internal organisation of Studenten voor Morgen as it is now, leads to an open atmosphere and good cooperation and communication between the board members. The board transfer of Studenten Morgen has been remarkable improved over the past years with road maps of all the projects and positions, the board will make sure that the roadmaps stay up to date and the whole board transfer will be centred in June.

Within the organisation there are three themes that will be addressed:



- 1) The internal and external language
- 2) Board transfer and half year reports
- 3) Diversity

Goals and plan of action

Goal 1: The internal and external language


Period 1 + 2	Plan of action
Studenten voor Morgen wants to reach all students, including non-Dutch speaking students with their mission and vision of making the higher education institutions more sustainable.	 There will be a focus on making sure that the external language of the organisation is English while the internal language can remain Dutch.

Goal 2: Board transfer and half year reports

Period 1 + 2	Plan of action
Studenten voor Morgen can focus completely on pursuing their mission when the practical performance is optimal from the start of every board and during the year	 The board transfer will be timely and there will be an extensive knowledge transfer for both the projects and the positions  The board of Studenten voor Morgen will evaluate every period by writing a half year report

reflecting on the goals of the policy that can be used for the annual reports

Goal 3: Diversity

Period 1 + 2	Plan of action
Studenten voor Morgen strives to reach every student with their mission and to make the organisation appealing to everyone.	 Studenten voor Morgen will focus their attention on having more diversity in the board and the Committee of Recommendation

The network

Current situation



Studenten voor Morgen currently has over 35 member organisations, located in 15 cities across the Netherlands. Green Offices, study associations and other sustainability initiatives run by students are the member organisations. The nature of these member organisations differs, but their shared objective is moving towards a sustainable world. Students are important in the transition towards a sustainable world. The aim of Studenten voor Morgen is to stimulate the collaboration between our member organisations. The Board member Student Network focuses on bringing all member organisations together, whereas the Green Office Coordinator mainly focuses on the collaboration between Green Offices. At the General Assembly (GA) the members have an opportunity to connect and exchange ideas and challenges.

Through the SustainaBul, Studenten voor Morgen also has a lot of contacts in higher education institutions. Both the Board Member Higher Education and the SustainaBul coordinator are responsible for the higher education network.

Through the collaboration with VVM (a network for environment-professionals), Studenten voor Morgen tries to connect students with professionals in the sustainability area. Studenten voor Morgen will have an ambassador in the network that is active in workgroup 'young'.

Goals and plan of action

Goal 1: Communication with potential and current member organisations

Period 1 + 2	Plan of action
Studenten voor Morgen wants to make sure that every current and potential member organisation is aware of the benefits of a network to make the higher education system more sustainable	<ul style="list-style-type: none"> The Green Office coordinator and board member Student network visit all the member organisations twice in one board year. After the visits they will make a little report. These visits occur at the beginning and at the end of each board year. The member organisations will be able to pass along a clear one pager to new boards.

Goal 2: Platform for member organisations

Period 1 + 2	Plan of action
There will be a clear platform with all members of Studenten voor Morgen, where the members can communicate easily and connect to make use of each other's knowledge for making the educational system more sustainable	<ul style="list-style-type: none"> To connect all the members organisations, we want to use LinkedIn. To get a more professional collaboration with and between the member organisations. To make LinkedIn an active connecting platform, the Board member Student Network will post activities or news on LinkedIn every week. So, LinkedIn will be managed by the Board member Student Network and Green Office coordinator.




Communication

Current situation


The external communication of Morgen uses four social media channels: Instagram, Facebook, LinkedIn and Twitter. In addition, monthly newsletters and occasional press releases are sent. Communication however always remains a point of attention and should be continuously improved to involve more students with the mission of Studenten voor Morgen.

Goals and plan of action

Goal 1: Promotion of network organisation

Period I	Plan of action
Promote Studenten voor Morgen more actively as a network organisation for a sustainable future in higher education institutions	<ul style="list-style-type: none"> Highlighting the member organisations of Studenten voor Morgen. Change the lay-out of the members page on the Studenten voor Morgen website to create a clearer and more attractive overview of our member organisations. Promote member organisations and their activities more often on the social media of Studenten voor Morgen.

Goal 2: Social media management

Period I	Plan of action
Expand the network of students of Studenten voor Morgen by creating more time to manage the social media	<ul style="list-style-type: none"> In the time that there are only five board members and 'Public Relations' is split between the chair and board member Higher Education; a Social Media Coordinator will manage Studenten voor Morgen's social media channels

Finances

Current situation

Studenten voor Morgen has been in a financially healthy position for the last years, which has contributed to a growth in the organisation and successful projects such as the SustainaBul, Sustainable Introduction Stunt (DIS) and Student Energy Race (SER). Last year, Studenten voor Morgen was focussing on strengthen the relationship with its current sponsors, broadening the horizon to find possible new sponsors and exploring possibilities of reorganising in order to further professionalise the organisation and to be of greater value to its member organisations.

The current income of Morgen is based on subsidies from Cooperation Leren voor Morgen and the board grant of DUO, they are covering the main costs. Fortunately, smaller partners, such as Gemeentelijk Duurzaam Ondernemen (GDO), DUWO/SSH, Maatschappelijke Diensttijd, DuurzameStudent.nl and contribution fees of member organisations cover the rest of the expenses of Studenten voor Morgen.


However, in order to let Studenten voor Morgen continue to grow, we should focus on finding more or larger financial partners to ensure the right amount of financial security that Studenten voor Morgen needs. The budget of 2019 included several income streams that have not been realised at the end of 2019.

Goals and plan of action

Goal 1: Financial stability

Period 1 + 2	Plan of action
In order to be able to keep running the organisation and the current and upcoming projects, Studenten voor Morgen will find extra revenue	<ul style="list-style-type: none">🌍 Studenten voor Morgen will find another financial partner for the Sustainable Introduction Stunt; Possible collaborations that will be explored are De Groene Lobby and Green Key.🌍 A revenue stream of at least €2.000 should be ensured.🌍 Studenten voor Morgen will explore a collaboration with VBDO to generate another revenue stream.
Period 2	Plan of action
Studenten voor Morgen will have an accurate overview of its financial status at all time	<ul style="list-style-type: none">🌍 The treasurer will send invoices for contributions of member

organisations no later than 31-10-2020.

 The treasurer makes sure that no income streams will be split up over two years.

Projects

SustainaBul and the Groene Peper (NDDHO)

Why	We believe that higher education institutions are key players in the transition towards a sustainable society and that therefore they should become more sustainable
How	By publicizing the performances of higher education institutions with regards to their sustainability efforts
What	A ranking of higher education institutions with regards to their sustainability efforts in combination with knowledge sharing among the higher education institutions

Current situation

Over the years, the SustainaBul has constantly been adapted and improved, to optimize the ranking and continue to contribute to its ultimate cause, which is stimulating educational institutions to become more sustainable in their education, research and business. In 2019, the focus was partly shifted from ranking institutions to sharing best practices and the number of questions was lowered, to assist the participants in filling out the questionnaire.

In 2020, we have chosen to change the project by increasing its size: from this year, all higher education institutions in the Netherlands will automatically participate. Part of the new SustainaBul is also a new revision of the questionnaire and, where possible, linking it to existing frameworks, for example the Sustainable Development Goals. In addition, the scoring and the data analysis will be re-evaluated, to explore the possibilities of a more quantitative, measurable and transparent questionnaire. The first round will not be filled out by the participants, but instead by rankers, who will use all data they can find online to respond to the questions. For the institutions who have previously participated, we will also consider their previous answers.

All institutions are informed once the first round is finished and are then, similar to previous years, able to add additional data and argumentation to complete the overview. This stimulates knowledge exchange and provides the opportunity for conversations between employees and students on the importance and visibility of sustainability within their institution. The best practices will remain an aspect of the SustainaBul, but the focus will be on the ranking, since we consider the ranking to be the most effective way to stimulate institutions who are currently not implementing sustainability.

Finally, since this year we want to increase the size of the SustainaBul, we also want to work on press contacts and releases. It is a national ranking and it should thus also be known nationwide. The SustainaBul will, the same as in previous years, be awarded at the National Day for Sustainability in Higher Education (NDDHO), which continues under the name Groene Peper from 2020. Studenten voor Morgen will continue to take part in the organisation of this event.

Goals and plan of action

Goal 1: Implementation of the new format

Period 1	Plan of action
Implement the new format of the SustainaBul	<ul style="list-style-type: none"> Rank the 30 largest Dutch higher education institutions in the SustainaBul. Increase the transparency in the SustainaBul by ranking publicly available information. Provide a summary of this, and every following, edition by creating a benchmark report containing the results of the SustainaBul

Goal 2: Reach of the Sustainable

Period 1 + 2	Plan of action
Increase the reach and the exposure of the SustainaBul	<ul style="list-style-type: none"> Contact the Dutch Ministry of Education, Culture and Science to aim for the use of the SustainaBul in educational politics Contact the Keuzegids (Catalogue Guide for Higher Education) to have the ranking published in their yearly edition of the Keuzegids Establish relations with the Dutch press to increase the publicity on the ranking and background story Link the SustainaBul with the Sustainable Development Goals of the United Nations to achieve a framework

Sustainable Introduction Stunt (DIS)

Why	We believe that it is important for first-year students to get familiar with the concept of sustainability as they start their academic career and/or student life. Related to this, introduction activities, including the introduction weeks as a whole, should become more sustainable
How	By bringing this to the attention of the students in a playful manner during the introduction weeks
What	Organising a competition that is related to sustainability for introduction weeks which are organised by student associations and organisations.

Current situation

Sustainability has become more important for the introduction-weeks of cities and student associations, which is also visible in the participation rates of the DIS 2019. Currently the DIS is divided in three prizes: Most Sustainable Week, Most Sustainable Stunt and Social Impact Prize.

The DIS is a project that is set up very well, however, during this year we came across a few issues. First, the collaboration with GDO, during their evaluation they questioned the interaction between NME centres and the participants. Because of lack of communication this is non-existent.

Besides that, we feel that the prizes “Most Sustainable Stunt (Award for associations)” is outdated. Sustainability has become a more integrated topic during the whole introduction week of an association and it is not only one stunt anymore. Also the Social Impact Prize seems irrelevant.

Furthermore, we think that the transfer over two boards could be improved. Although not on purpose, there is a flaw in the transfer process over two boards during an important time (July, just before Summer holidays).

This year, the preparations of the Award Show were very last minute and resulted in an unnecessary stressful period.



The last issue is related to the promotion of the DIS. The collaboration with LKvV was very useful and helped in the participation rate of this year's student/study associations. However, promotion on social media, local (news)papers or radio was executed poorly and could be improved.

Goals and plan of action



Goal 1: Sponsors

Period 1	Plan of action
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Find new sponsors/relations to improve the function of the DIS

-  Find a new financial sponsor.
Potential sponsor could be Groene Lobby (Jasper Fleers)
-  Find a collaboration with the Green Key to insure transparent ranking of weeks and fair competition

Goal 2: Transfer of the project

Period 1 + 2	Plan of action
Improve the transfer over two boards to benefit the implementation of the project	<ul style="list-style-type: none">  DIS Coordinator will start 01-04-2020 the latest to improve engagement during the preparation of DIS 2020. This will lead to more knowledge of the whole process and will hopefully decrease the gap of the transfer period.  Ask during board applications if the new board is in the Netherlands during August to ensure that responsible board members are available for meetings and ranking of DIS.

Goal 3: Awards and Award Ceremony

Period 1	Plan of action
Reorganise the structure of the Awards	<ul style="list-style-type: none">  Judge all participants on sustainability during the introduction week they are organising <ul style="list-style-type: none">  Most Sustainable Introduction-week City  Most Sustainable Introduction of student (sport) associations  Most Sustainable Introduction of study association

- 🌍 Depending on (extra financial) sponsorship, decide upon the distribution of prizemoney.

Period 2	Plan of action
Improve the Award Ceremony	<ul style="list-style-type: none"> 🌍 Focus must be on participants rather than speakers to improve knowledge – and best-practices sharing 🌍 Ensure a large informal network possibility.

DuurzameStudent.nl



Why	We believe public knowledge sharing and inspiration regarding sustainability is important to create a sustainable future.
How	Facilitate a platform on which students can share their vision on sustainable topics.
What	Online magazine DuurzameStudent.nl

Current situation


DuurzameStudent.nl is an online platform with articles made by and for students. In the articles on the website, the editors write about all kinds of topics related to sustainability and their own interests, aiming to help other students make conscious choices regarding their studies, career and lifestyle. The platform is led by two chief editors. DuurzameStudent.nl has a reach of an average of 6.000 unique visitors each month, which makes DuurzameStudent.nl a high potential platform. However, in the past years, Morgen has seen a decline in commitment among editors. Opportunities to establish a revenue model could be further explored.

Goals and plan of action


Goal 1: Content

Period 1	Plan of action
Expand the types of content offered on DuurzameStudent.nl by adding vlogs and podcasts	<ul style="list-style-type: none"> Explore the opportunities and interest for publishing not only articles, but also podcasts and vlogs. Make and share at least one podcast and one vlog, after which their effect and quality will be evaluated by both the Morgen board and the team of editors.



Goal 2: Reach

Period 1 + 2	Plan of action
Increase the reach of DuurzameStudent.nl by collaborating with external parties	<ul style="list-style-type: none"> Reach out to potential organisations that could sponsor a give-away action of DS. Readers can participate in the

lottery by sharing content to win a sustainable gift. The detailed plan will be further developed in this period and potentially already executed.

-  Stimulate sponsored articles by providing the possibility for companies to request these. This is already mentioned on the website of DS and will also be more actively mentioned to potential companies in the network of the Morgen board.

Goal 2: Editor team

Period 1 + 2	Plan of action
Actively look for new editors all throughout the year	<ul style="list-style-type: none">  The vacancy for editors is always mentioned on the Morgen website, but it will also be shared more frequently via social media and the newsletter, as well as via DuurzameStudent.nl itself.  Several times a year, there will be an online campaign to attract new editors.

Student Energy Race (SER)


Why	We believe that if you want to change the behaviour of people regarding their energy consumption, you have to start early. Students are an ideal target group, as they still are at an age at which habits can be changed and created with a great impact on their lives
How	By engaging students in a playful but competitive contest focused on reducing energy
What	Co-organising a competition between student houses from November until February with the aim of saving as much energy as possible

Current situation

Studenten voor Morgen is part of the organisation committee of the Student Energy Race, the edition of 2019-2020. It is the second year that Studenten voor Morgen is responsible for the Student Energy Race Coaches and the communication through social media. The project is initially organised by student housing companies DUWO and Kences. In the edition of 2019-2020, SSH has a coordinating role. The purpose of co-organising the SER is to increase the awareness of Studenten voor Morgen among students and to contribute to a more sustainable lifestyle of students.

Goals and plan of action

Goal 1: Change of the Student Energy

Period 1 + 2	Plan of action
The Student Energy Race will be changed throughout the year 2020 to make it a race about sustainability and not only energy, the goal is to be involved in the process	 Studenten voor Morgen will retain their part in the organisation committee that is going to change the race

Lobby project J4 (Onderwijzer)

Why	We believe that a collaboration with the JKB, JMA and UN youth representatives can help to inform and support each other with the things we are doing
How	Collaborating with the JKB, JMA and the VN youth representatives and have the opportunity to create new projects
What	Creating a platform, de OnderWijzer, on which economy teachers of secondary schools can find materials about sustainability for their economy lessons





Current situation

Originally J4 is a collaboration between the JKB, JMA and UN youth representatives to stay informed about each other's progresses. However, we wanted to use our strengths together and start a project, which resulted in the current platform 'de Onderwijzer'. In 2019, research was done on sustainability in class materials of secondary schools. The results showed that sustainability is not integrated in class materials. The focus of this research was on economy class material, since the current economy materials are based on a linear economy. However, businesses nowadays have to work with a circular economy to be a sustainable business. Which means that economy class materials are outdated. Besides, schoolers and teachers show that they want to learn and teach more about a sustainable economic system and want to integrate sustainability in the curriculum. With this research we want to make politicians aware that something has to change in the curriculum, not only because it is outdated, but also because teachers and schoolers long to it. Together with the JKB, JMA and the youth representatives (J4), we made a platform (de Onderwijzer) where teachers can find economic class material in which sustainability is integrated. The platform can be a first step to help the system to make a change in the curriculum and integrate sustainability in class materials for economy lessons. At the moment, the focus is on economy, but the platform is built with the possibility to expand, so that other courses can be added.


Studenten voor Morgen will help to create more awareness for this platform. After this is done, we will search for someone who is interested in taking care of the materials that will be put on the platform and will make sure that the platform is up to date. With J4, we will make sure that the platform stays in use and together we will keep an eye on it. When the platform is working, we will go back to using J4 for collaboration between JKB, JMA and the UN youth representatives.

Goals and plan of action

Goal 1: Finish the project

Period 1	Plan of action
Examine how we can make the platform profitable and reduce our time that is necessary for the platform by giving the responsibility to another organisation or a specific person.	<ul style="list-style-type: none">  Contact all other organisations who have this kind of platform and discuss if we can help each other by combining the platforms.  Search for someone who is passionate about taking care of this platform by asking economy teachers and other organisations that are connected to teachers, if there is someone who would like to take responsibility for the platform.
Period 2	Plan of action
Reduce the time that we are working on the platform by making someone else responsible for the platform, which will help us to go back to the original collaboration.	<ul style="list-style-type: none">  Support and keep an eye on the platform and person who is responsible for it. We will let the platform go if it does not work.  We will go back to monthly meetings with J4 in which we will update each other on what we are doing and if we can help each other.

Goal 2: Partnership agreement

Period 1 + 2	Plan of action
J4 will make sure that the platform will stay online and all four organisations will pay their part.	<ul style="list-style-type: none">  A partnership agreement will be signed by all four organisations

SPRINT

Why	We believe that it is important for young people (around 16 – 26 years) to volunteer and be involved in social services. In this way, they can learn in a fun way about organisations and social issues.
How	To collaborate with NJR and CNV youth about this issue and appoint two volunteers of Studenten voor Morgen
What	Give them a mission about a social issue: sustainability in higher education



Current situation

SPRINT is created in order for the ministry VWS to re-enter social services. To re-enter social services, we can give young people the experience to be a volunteer in different organisations. The ministry provides the organisations NJR and CNV youth with a fund to make this possible. Morgen has a collaboration with NJR and CNV youth, together with CHOICE, JKB and IFMSA-NL. Every month there is a meeting with all the different involved organisations. These meetings can be workshops or just to discuss some things.

Every four months we get four volunteers to help us with one sustainable subject. The four months are split in two sections. The first section is two months from September until November and the second section is two months from December until January. After January we will get four new volunteers split in to two, until May etc. The board has to think about new subjects after each four months, it has to be something about sustainability.

Goals and plan of action

Goal 1: New project SPRINT

Period 1 + 2	Plan of action
Studenten voor Morgen will be involved with this new project from NJR to do interesting research that contributes to the mission of sustainability in higher education	<ul style="list-style-type: none"> Two board members will manage the volunteers in their months working for Studenten voor Morgen After every four months Studenten voor Morgen board is ready to give the new volunteers a new sustainable subject

New projects

CliMates of Morgen

Why	The idea and main goal of this new project is reaching students who are not aware yet of a sustainable lifestyle.
How	Connecting Student Councils of Universities (in Dutch: Universiteitsraden) and Sustainability Committees of student (sport) associations (in Dutch: <i>gezelligheids- en sportverenigingen</i>) that would like to start or improve working on sustainability.
What	A small network within Studenten voor Morgen named CliMates of Morgen, which is not allowed to vote during a General Assembly (no official members).



Current situation

Studenten voor Morgen has a great network focussing on organisations which mainly promote a sustainable lifestyle and therefore it reaches students with affinity to sustainability. Contrary, Morgen does not engage yet with organisations that do not have this primary goal. In most student associations, however, sustainability becomes a topic that must be focussed on. There is a great potential for Studenten voor Morgen to help these parties and connect them to Morgens current member organisations.

On top of that, Student Councils are in direct contact with the Boards of Universities. When these students have the knowledge and give priority to sustainability, a complete policy of Universities could change in the future.

Goals and plan of action

Goal 1: Creating a pilot network named Climates of Morgen

Period 1	Plan of action
The interest of different Student Councils of Universities and of sustainability committees of student (sport) associations will be evaluated to see if the organisation would like to join the pilot network to increase the sustainability awareness among students.	<ul style="list-style-type: none">  Contact all councils of the 13 Dutch Universities (through Landelijk Overleg Fracties (in short: LOF) for example). To continue this part of the project we require reactions of a minimum of 5 student councils to participate.  Use LKvV to inform all associations of the possibility to become CliMates of Morgen. To continue

this part of the project we require reactions of minimal 10 student (sport) associations that like to participate.

- 🌍 Organise an informative brainstorm/workshop session with mobilised CliMates with a small attendance fee. Focus of the event will be knowledge sharing.

Period 2	Plan of action
Determine whether the pilot was successful and this project should continue.	<ul style="list-style-type: none"> 🌍 Evaluate the first meeting with old Studenten voor Morgen-board, Council and Committees. 🌍 Depending on the evaluation, organise follow-up meeting with (new) councils and committees.

Goal 2: Secure financial stability

Period 1 + 2	Plan of action
When the project seems successful a financial sponsor should be found in order to fully facilitate the network.	<ul style="list-style-type: none"> 🌍 Since Councils of Universities and student (sport) associations are the main target within this project, we prefer to find a non-commercial partner.

Vereniging Beleggers voor Duurzame Ontwikkeling (VBDO)

Why	We believe that students should be able to be aware about the possibilities and opportunities for a sustainable career
How	By helping them get in touch with companies that want to incorporate sustainability in their company
What	Be present at and help organising the Sustainability Career Event, be a part of SpringTalents and create a new project with Vereniging Beleggers voor Duurzame Ontwikkeling



Current situation

Studenten voor Morgen tried to organise inhouse days at companies for the past year and it did not work out that well. Due to, there were not enough participants. Also, it has been proven that member organisations would like a financial contribution for a collaboration with a company. Therefore, Studenten voor Morgen has been thinking to do it differently and still being able to connect students and companies (next to the Sustainability Career Event).

An organisation that can help connect students and businesses is the Vereniging van Beleggers voor Duurzame Ontwikkeling (in English: Association of Investors for Sustainable Development, in short: VBDO). VBDO can provide students with the opportunity to give their opinion about sustainable goals in a company once a year during an evaluation. In the current situation, we are still determining if there is enough enthusiasm of the member organisations to help find interested students.

Goals and plan of action

Goal 1: Exploration of a new project

Period 1 + 2	Plan of action
Explore the possibilities of creating a new project to connect students and companies through a pilot with the company Vopak	<ul style="list-style-type: none"> Test the reach of Studenten voor Morgen through the existing channels and gauge the enthusiasm among other member organisations for a project like this Make financial agreements with VBDO to stimulate the effort of member organisations and our own efforts to give companies the opportunity to connect with students

Concluding words

We would like to thank you for reading the Organisational Strategy of Studenten voor Morgen of the year 2020. You can read more about Studenten voor Morgen on our [website](#) and follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#) to stay up to date about sustainability in higher education.



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