

Organisational Strategy 2021

Studenten voor Morgen

Composed by the board 2020-2021

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MORGEN



Preface

As the chair of Studenten voor Morgen this year, I was tasked with writing the preface of our organisational strategy for 2021. Besides the beautiful and impactful projects that we will continue to organise (and new ones that will be started) in 2021, I am most proud of the understanding of our organisation and reflection that we have come to after fulfilling the board roles for half a year. We decided to go back to and sharpen, our mission and vision. With sustainability becoming a more mainstream topic (rightfully so!) and youth activism and participation increasing, more organisations come about. The fragmentation of the youth (climate) movement in The Netherlands is something all organisations need to consider, in order to be the most productive and impactful. We have decided to re-evaluate our vision and streamline our projects to match this vision. We know our focus lies with sustainability in higher education, we are the biggest organisation in this 'niche'. I believe that we would all benefit from defined borders within which we operate, and know where our expertise stops and that of others begins.

Naturally, there are more factors than a vision that influence an organisation's focus, one of the most important ones being funding. Studenten voor Morgen is fortunate to have Cooperation Leren voor Morgen to support us with a yearly donation to support our independency. Moreover, we plan to become more financially independent over the years and find fitting partnerships for our main projects to ensure the impact we envision. We wish that finances would not influence the determining of strategy but to be subordinate to the framework and expertise of organisations in deciding what goals to pursue. Especially now, as we feel empowered by our redefined goals and recognise our role to play in the fragmentation of the sector.

I decided to take this opportunity to make a call to action and reflection for all youth (climate) organisations. I ask them all to take these corona times, where external affairs require less focus, to turn inwards. With our common goal in mind, set clear boundaries to give everyone their deserved space and be as effective as possible, because we need it - now more than ever.

Nikki Trip, chair of the board 2020-2021



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Introduction

Studenten voor Morgen (SvM) is a national network organisation run by students. The organisation strives to integrate sustainability into higher education. This is done by organising projects that contribute to this goal. Moreover, SvM functions as a network for its sustainable member organisations, aiming to strengthen local sustainability initiatives and giving them a national voice. The statutes and manifest of Studenten voor Morgen function as the base of SvM's mission and vision, which are formulated below.

Mission and vision

The mission of Studenten voor Morgen is as follows:

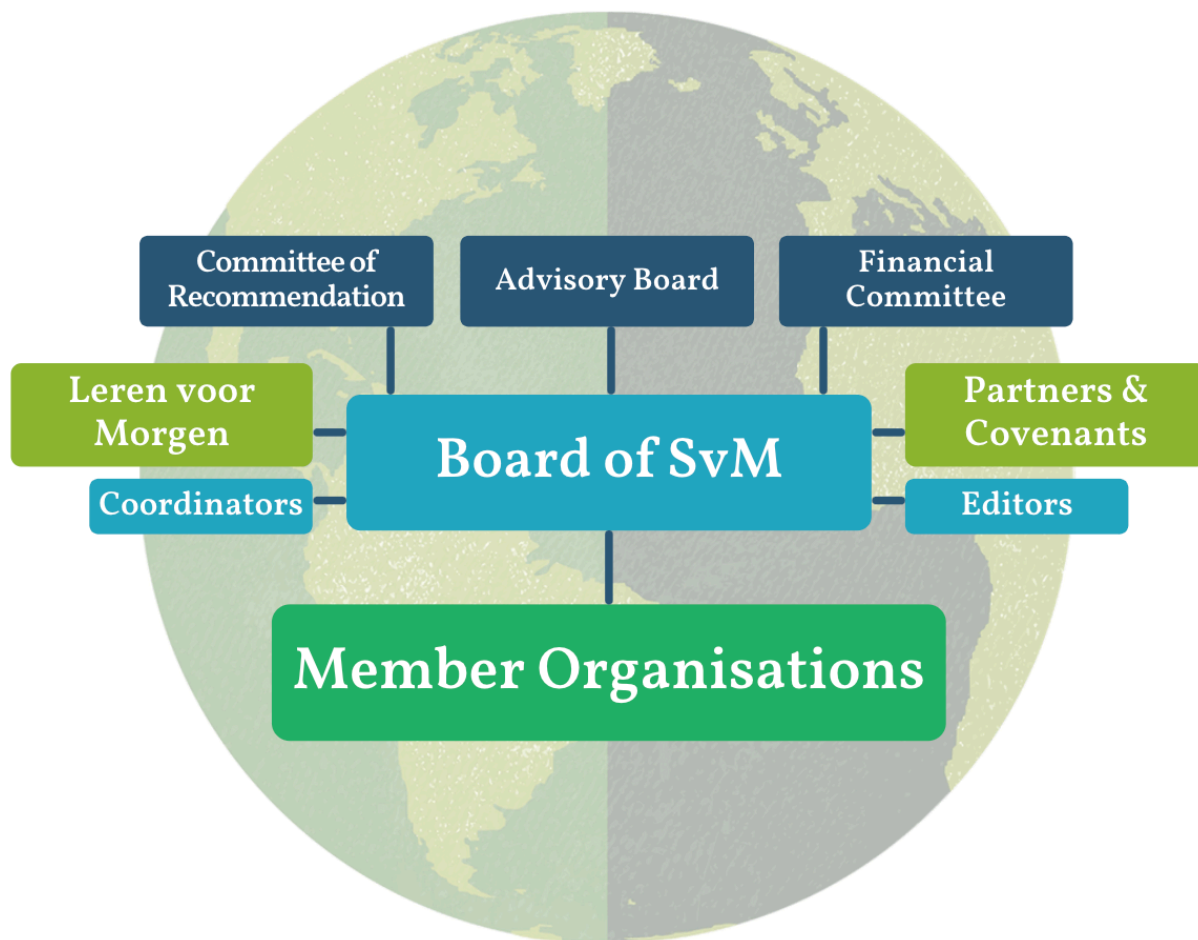
‘Studenten voor Morgen aims to contribute to the realisation of three SDG’s (4: quality education, 13: Climate action and 17: Partnerships for the goals). These goals are being pursued in an optimistic and politically neutral manner, by being a network organisation for what SvM stands for: optimising the synergy and collaboration between member organisations, bundling forces, and amplifying the voices in the field of sustainability in higher education.’



While pursuing this, SvM has a clear vision for the future:

‘Studenten voor Morgen strives for a sustainable world by enabling students to enjoy higher education in which sustainability is completely integrated’

Structure of the Organisation



To better the understanding of Studenten voor Morgen, it is important to know about the structure of the organisation:

- *Studenten voor Morgen Board:* The board of Studenten voor Morgen normally consists of six voluntary board members. Due to unfortunate circumstances the board of 2020-2021 currently consists of four members. The executive board consists of the chair, the secretary and the treasurer. For the first half of 2021, the treasurer will also fulfil the tasks of the Student Network board member. This means this board member is responsible for the finances of SvM and the contact with the member organisations, specifically the student-run ones. In addition, there is a board member focussed on all that is related to PR. Ideally there would be another board member with the focus on the higher education institutions, who is concerned with

the higher education institutions and the SustainaBul. For now, the tasks of this position have been split between the other board members. Starting the second part of 2021 we hope and expect to have a board of six members again.

- *Coordinators:* SvM has appointed coordinators for specific projects and/or tasks to support the board. The Green Office Coordinator is a year-round support for the contact with the Green Offices. The DIT coordinator and the SustainaBul Coordinator are positions linked to the DIT (Sustainable Introduction time) and SustainaBul and consist of support during the months these projects are being worked on. In addition to the coordinators, Duurzamestudent.nl has its own chief, final editor and visual director. The editors of Duurzamestudent.nl are responsible for the publication of articles about sustainability on this platform of SvM.
- *Member organisations:* The network of Studenten voor Morgen currently consists of 35 member organisations. These are both Green offices and student-run sustainability organisations.
- *Leren voor Morgen (LvM):* LvM is committed to integration of sustainability in all levels of education in the Netherlands. As an independent but connected organisation, SvM takes on the higher education parts. LvM has been a long-time partner of SvM. They support the organisation financially and have a seat in their own board reserved for a SvM board member each year.
- *Committee of Recommendation:* The Committee of Recommendation is a committee consisting of influential people in the sustainability scene who passively supports Studenten voor Morgen by vouching for the organisation. The committee currently consists of the following members: Herman Wijffels, Marjan Minnesma, Carlos de Bourbon de Parme, Jan Terlouw, Willem Lageweg, Thiëmo Heilbron, Antoine Heideveld and Sandra Pellegrom.
- *Partnerships & covenant:* Studenten voor Morgen has many partners and is a part of covenants. The partnerships can be financial, which means they provide financial support. Other partnerships are part of the national youth and/or environment representation and aim to support each other for greater impact. A covenant provides a framework for regular meetings with similar organisations to facilitate mutual support and collaboration.
- *Advisory Board:* The Advisory Board should consist of at least four members which advice the board of Studenten voor Morgen with matters such as personal development, internal relations and policy. The advisory board currently consists of five members.

- *Financial committee:* In addition to the general advisory board, the treasurer is supported by the Financial Committee. This is a financial committee that assists with checking the financial statements like the budgets and realisations.

An overview of the projects and networks

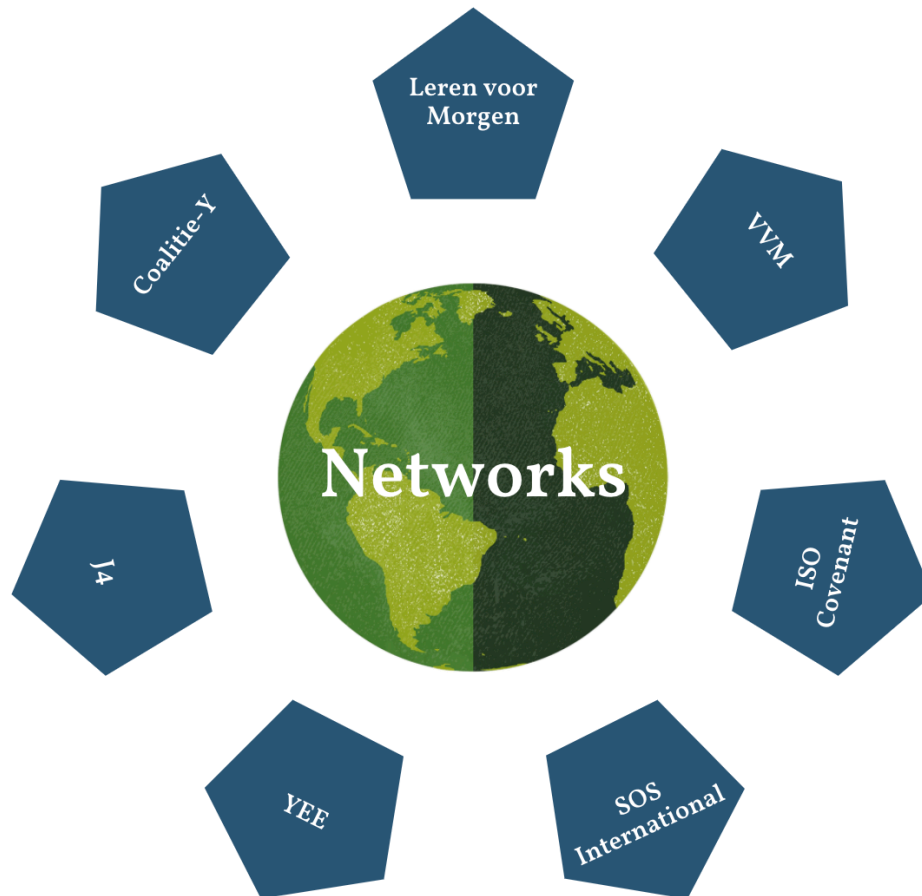
All the projects SvM executes and networks we take part in support us in realizing our vision and mission. As will be explained later on in this document, after careful reflection, we have decided to streamline the capacity dedicated to activities with our vision. This means, some projects or networks may receive more or less focus starting this year. However, below you find an overview of our current projects and networks we engage in.



Projects

- *SustainaBul & Groene Peper*
 - The yearly national ranking of higher education institutions in the Netherlands. After two rounds of ranking the ranking is presented during the Groene Peper. SvM also takes part in the programming committee organising the Groene Peper.
- *DuurzameStudent.nl*
 - This is the online platform/blog hosted by SvM. On the platform articles are written for and by students about a wide range of topics in the realm of sustainability. The DS.nl has a separate team of chief, final and image editors and many writers, supervised by the SvM PR board member.
- *TAPPC North Holland project*
 - In collaboration with TAPPC, and subsidised by province North Holland, Studenten voor Morgen is working on starting pilot(s) with a fair meat price in food outlets of higher education institution(s) in North Holland.
- *DIT*
 - The yearly sustainability competition between all Introduction Weeks that are organised in student cities in the Netherlands at the beginning of each academic year.
- *SER (Student Energy Race)*
 - In collaboration with DUWO/SSH Studenten voor Morgen co-organises a competition between students to live more sustainably, focusing on energy reduction.
- *CliMates*
 - A network for organisations that do not qualify for a Studenten voor Morgen membership but are active in the realm of students and are brought together in the CliMates network to discuss and improve their sustainability.
- *Duurzame Studies*
 - A project new in 2021. This will be a platform containing all sustainability related study programmes offered by Dutch higher education institutions.
- *Sustainability Career Event (SCE)*
 - Studenten voor Morgen is a partner of the Sustainability Career Event, which is organised yearly by Sustainable Motion.
- *LNV Jongeren platform*
 - LNV Jongeren platform is to be established in 2021, with the goal to give input to the ministry of LNV based on the opinion and expertise of youth climate/agriculture organisations. SvM is one of these organisations.

- *SPRINT*
 - For this project SvM welcomes young interns into the operation for two months offering them the opportunity to learn what a board position and working at such an organisation pertains.



Networks

- *Leren voor Morgen*
 - Leren voor Morgen (LvM) is a special and long-time partner of SvM. Every year a SvM board member takes place in the board of LvM. LvM does what SvM does on the 'lower' tiers of education, from primary school to vocational education. We collaborate where possible and have the mutual aim of integrating sustainability into education.
- *VVM*
 - Vereniging voor Milieuprofessionals (VVM) is a national network of more than 1300 professionals in all functions related to the environment or sustainability. SvM provides one board member that takes on the role of

student ambassador for VVM, in order to promote membership of VVM among students. In return, SvM is part of VVM's large network and is paid a yearly sum for the activities of the ambassador.

- *Coalitie-Y*
 - Coalitie-Y is a platform where all Dutch youth representative organisations can come together, raise problems and solutions specific for young people. Coalitie-Y advises the government on 4 main themes relevant to young people (housing, labour market, education and climate). In Coalitie-Y, SvM is mostly involved in the education and climate related issues.
- *ISO covenant*
 - ISO has chosen a couple of organisations to be part of their covenant. In this covenant the representatives of the organisations gather and discuss everything from organisational problems and finances to best practices and collaboration opportunities.
- *Students for Organising Sustainability International (SOS International)*
 - SvM has been a member of the network WiNe for quite some time, which recently changed its name to Students Organising Sustainability International (SOS international). SOS international aims at empowering their member organisations working on sustainability in and beyond education.
- *J4*
 - J4 is a collaboration between Studenten voor Morgen, the JKB, JMA and the NJR's UN youth representatives (Sustainable Development). Having similar goals, it was decided to get together periodically to keep each other in the loop and support where possible.
- *YEE*
 - Youth Environment Europe is a European sustainability network. Their members are all kinds of European youth sustainability organisations.

Strategy

Before we go into the mission and vision of Studenten voor Morgen, the strategy will be outlined. The strategy is the roadmap to achieve the mission and vision of SvM. The strategy consists of three focal points that will be used throughout the year.

1

Organising relevant projects aimed at making higher education more sustainable

2

Maintain our national network with relevant member organisations

3

Continue building relationships with higher education institutions

Reading guide

Now that the mission and vision of SvM is clear and the structure and the strategy of the organisation are discussed, the specific plans for 2021 will be elaborated upon. These plans are divided into the following four subjects: the internal organisation, SvM's network, the finances and the streamlining of projects in line with the strategy. After discussing these four themes, the projects and networks of SvM will be listed and discussed.

For each topic discussed, goals and specific plans of actions are formulated and displayed in tables. In these tables it is indicated whether these goals and plans of action are envisioned for period 1, period 2 or both. With period 1 we mean the period from the publishment of this organisational strategy until the board transfer. Period 2 consists of the first half year of the board 2021-2022 – from the board transfer in June to the publishment of the organisational strategy 2021-2022.

Moreover, the descriptions of SvM's projects and networks all start with a summary of 'why, how and what' to give a concise overview and to make sure the projects and networks are in line with the mission, vision and strategy of SvM.

Specific plans 2021

Internal organisation

Regarding the internal organisation, four themes will be addressed:

- 1) Communication
- 2) Board transfer
- 3) Diversity
- 4) Higher education

1. Communication

Current situation

During the corona crisis everyone has gotten familiar with the practice of online meetings. During the board year of 2020-2021, almost all meetings, including the weekly board meetings, have taken place online. The disadvantages of lacking real-life contacts are known to all, yet the advantages of online meetings cannot be denied either, as these meetings have been proven to be efficient and adequate. Because of the online possibilities, the travel time for each board member is greatly reduced. Consequently, the 16 hours per week are very efficiently spent.

Goal - Period 1+2	Plan of action
Keep making use of online possibilities to enhance efficiency, while at the same time making sure to balance online and offline activities well	<ul style="list-style-type: none">▪ Yearly renew the subscription to the SvM Zoom-account▪ Organise online board meetings on a regular basis, decreasing unnecessary travel▪ When possible, always offer an online attendance possibility besides the offline option at our GA

2. Board transfer

Current situation

The transfer of the board is a critical and time-consuming activity within a board year. A smooth transition is desirable, as the new board will spend less time positioning themselves in the organisation and spend more time on improving and operating the organisation.

Over the last years, the board transfer has always been a point of attention and has been improved over the years. However, the amount of information presented during the weekend is not necessarily comprehensible. This also applies to the function and project transfers. As a consequence, the new board members feel equipped to get started but may not understand the complexity of the project/function and the context which is needed for successful execution. Moreover, the documents containing this information are only presented as necessary for the transfer, but should be considered leading throughout the whole project/function.

Goal - Period I	Plan of action
Making considerable efforts to improve the board transfer.	<ul style="list-style-type: none">▪ Start looking for new board members earlier in the year, beginning in February.▪ To guarantee a smooth board transfer, the newly appointed board will be present at board meetings and other relevant meetings during the whole month of June. The board transfer weekend will take place at the beginning of this month. This will help them getting a feel about how things work before they officially start in July.▪ During the summer, old board members will actively stay involved to assist the new board

	<p>where necessary. They will always be approachable for questions.</p> <ul style="list-style-type: none"> ▪ The board transfer documents will include more in-depth information. It will be made sure that the documents will include all relevant practical information, like the financial situation (something which was lacking last year). of the project. ▪ Making sure the new board members get familiar with the organisational strategy for SvM for that year. ▪ Make an annual planning that includes the time frames of all different projects and include this planning in the transfer documents.
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3. Diversity

Current situation

Studenten voor Morgen believes that a more sustainable world also means equal chances for all. Therefore, diversity in the SvM board is something that should be encouraged - every student should be able to apply for the SvM board. Diversity in the board can come in many forms, such as cultural, racial or gender diversity. But also, in the form of place of residence and type of education (university of applied sciences versus university). Apart from the fact that current board members all live in different cities, diversity in the current board is hard to find.

Goal - Period I	Plan of action
Paying special attention to all types of diversity in the search for a new board.	<ul style="list-style-type: none">▪ Setting up a (social media) campaign for attracting a diverse pool of applicants for the SvM board.▪ Re-evaluate the monthly board compensation to combat the privilege of working without being paid.▪ Try to appoint a board in which there is a balance between university of applied sciences and university students.▪ Organise board meetings partly online to make sure the traveling distance to Utrecht will not be an obstacle.

4.Higher education

Current situation

As it is SvM's vision to integrate sustainability into higher education, SvM aims to build relationships with Dutch higher education institution. To build these relationships, it is highly desirable to have direct contacts with employees working on sustainability within these institutions. However, at the moment these direct contacts are lacking. This is partly due to not having a board member Higher Education this board year.

Goal - Period 1 +2	Plan of action
Studenten voor Morgen will strengthen the contacts with higher education institutions to ensure direct links with the people that decide on (sustainability) policy	<ul style="list-style-type: none">▪ Make an active document in which (the contact details) of all higher education institutions in the Netherlands are listed.▪ Paying special attention to keeping the document up-to-date.▪ Make clear what the specific tasks for the board member Higher Education are and making sure these tasks are taken up immediately (at the beginning of the new board year).▪ Being present at the national Green Offices coordination conference and taking a more leading role in the organisation and facilitation of this event

Network

Current situation

Studenten voor Morgen currently has over 30 member organisations, located in 15 cities across the Netherlands. The member organisations consist of Green Offices, study associations and other sustainability initiatives run by students. The nature of these member organisations differs, but their shared objective is moving towards a sustainable world.

SvM aims 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. The General Assembly (GA) is an example of a moment during which the members have the opportunity to connect and exchange ideas and challenges.

Through the SustainaBul, SvM 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), SvM tries to connect students with professionals in the sustainability area. The SvM board provides an ambassador for the network that is active in workgroup 'young'.

Due to COVID-19, it has not been possible for the Green Office coordinator and board member Student Network to visit all the member organisations twice in one board year. Therefore, it is even more essential that this is implemented upcoming year. Especially when considering that SvM has received some points of feedback in the past year, namely that although we are a network, it is rather hard to network and communicate with different organisations within our network. This, in combination with a lack of communication due to COVID-19 in 2020, makes ensuring communication in the upcoming year even more important.

In the past year, little attention has been paid to the expansion of the SvM network. This has led SvM to stay rather the same size, although the number of sustainable organisations throughout the Netherlands are ever-growing. In order to keep SvM relevant, focus will lay on creating a more substantial network.

Goal 1: Communication with potential and current member organisations

Goal - Period 1 + 2	Plan of action
Making efforts to professionalize the communication with potential and current member organisations	<ul style="list-style-type: none"> ▪ Visit the member organisations at least once every academic year and preferably twice. This is done by the SvM board member Student Network, assisted by the Green Office coordinator. These visits tend to occur at the beginning of the board year and at the end of each board year. ▪ Make a report after every visit to a member organisation. ▪ Make sure that every current and potential member organisation is aware of the benefits of our network ▪ Document the board transfers of member organisations properly documented, so that correct names are used while communicating

Goal 2: Create a platform for our member organisations

Period 1 + 2	Plan of action
Creating a platform for direct communication between member organisations to enhance networking possibilities and stimulate knowledge sharing	<ul style="list-style-type: none">▪ Create a WhatsApp group in which one delegate of each member organisation can join▪ Setting up guidelines for what to post and what to share in this group▪ Ensure that these guidelines are adhered to▪ Actively stimulate network opportunities between the member organisations▪ Keep the WhatsApp group active by at least using it monthly

Goal 3: Expand the network

Period 1	Plan of action
Enlarging the SvM network with 5 new member organisations this year.	<ul style="list-style-type: none">▪ Actively search for new member organisations by not only the board member Student Network, but all SvM board members organisations▪ Making sure that the Green Office Coordinator will reach out to all Green Offices who are not yet a member of SvM and introduces them to our organisation

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 the successful execution of projects such as the SustainaBul, Sustainable Introduction Stunt (which will be known as the Sustainable Introduction Time (DIT) from 2021 onwards) and the Student Energy Race (SER). Last year, SvM's main focus laid on strengthening 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. This focus will stay the same during the upcoming year.

The current income of SvM is mainly and most steadily based on subsidies from Cooperation Leren voor Morgen (LvM) and the board grant of DUO. These sources of income cover the main overhead costs and projects that currently do not generate income or do not have a specific sponsor. Fortunately, specific partners, such as the grants of DUWO/SSH, Maatschappelijke Diensttijd, DuurzameStudent.nl and contribution fees of member organisations cover the rest of the expenses of SvM, such as the funding of specific projects and operating costs.

However, in order to let SvM thrive, we should focus on finding more or larger financial partners to ensure the right amount of financial security that SvM needs, since the budget of 2020 included several income streams that have not been realised at the end of 2020. Currently, larger annual projects such as the SustainaBul and Sustainable Introduction time (DIT) are being paid for without a specific sponsor or fund.

Goal 1: Financial security

Period 1 + 2	Plan of action
Finding dedicated funding in order to keep SvM financially stable and let large annual projects, such as the SustainaBul and the DIT, thrive	<ul style="list-style-type: none"> ▪ Find another financial partner for the Sustainable Introduction Time (DIT) as well as for the SustainaBul. ▪ Find a partner or sponsor that covers half of the planned expenses of the DIT, amounting to €2000. After a successful edition of the DIT in 2021, increase the sponsorship to cover the project in full. ▪ Find a sponsor for the SustainaBul that can contribute at least €1500 for the first year of the sponsorship. ▪ In case a higher income can be secured, this is used for financially compensating the rankers

Goal 2: Financial overview

Period 1 + 2	Plan of action
Having an accurate overview of SvM's financial status at all time	<ul style="list-style-type: none">▪ Accurately match the revenue stream with the financial overview▪ Collecting all membership contributions in the first part of the academic year▪ Send out the invoices to Cooperation LvM in time. This means that the first invoice will be send out before May, and the second one before November.▪ Find a way to approve the budget before the start of a new year, for example through one more GA('s) at the end of the year, so the budget can be approved before the new year starts. By doing this, money is spent only once it has been approved, instead of afterwards.

Streamlining projects

Current situation

Fragmentation can be seen in organisations that have sustainability as their core objective. Sustainability is a broad term and can be interpreted and strived for in many ways. Therefore, it is essential to be specific and to have a vision that distinguishes one's organisation from the others. As a student organisation and network, SvM distinguishes itself by means of its delineated vision: complete integration of sustainability into higher education.

However, over the last years, SvM partly (and perhaps unconsciously) tried to step out of this 'niche'. This was mainly visible in the strategy of last year's board (2019-2020), which was formulated to be a (network) organisation for all students and all student organisation that want to do something with sustainability. Projects were taken up that were aimed at students, but which were not directly linked to *higher education* institutions.

We are of the opinion that SvM should return to its original, narrower stance. In other words: to stay relevant, SvM should focus on and be a network for its 'niche': sustainability in higher education. The revised strategy of SvM, formulated in this organisational strategy, ties in with this core goal. However, a few projects are not yet in line with the revised strategy of SvM.

Goal 1: Projects in line with strategy

Period 1 + 2	Plan of action
All projects should be in line with the determined strategy for achieving the vision of SvM	<ul style="list-style-type: none">▪ Review current projects and look at whether they are in line with the strategy and vision of SvM.▪ Critically look whether (potential) new projects are in line with the strategy of SvM and contribute to the vision of the organisation.▪ Reject projects that do not match these criteria.

Projects

SustainaBul and the Groene Peper

- Why** Higher education institutions play an important role transition to a sustainable society. They should actively work on becoming more sustainable and teaching more sustainable matters.
- How** By informing people about the performances of higher education institutions with regards to their sustainability efforts.
- What** A national ranking of higher education institutions regarding their sustainability efforts.

Current situation

Over the years, the SustainaBul has constantly been adapted and improved to optimize the ranking process and to more effectively 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. Also, the number of questions was lowered.

In 2020, it was chosen to change the project by increasing the number of participants: from this year, all higher education institutions in the Netherlands automatically participate. Part of the new format of the SustainaBul was a 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 were re-evaluated to explore the possibilities of a more quantitative, measurable and transparent questionnaire. The first round was filled out by rankers instead of the institutions.

All institutions were informed once the first round was finished and were 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 remained an aspect of the SustainaBul, however less important.

New situation

The concept of the Sustainabul 2021 will mainly follow the new approach that was taken in 2020. Thus, the process will be similar. The questionnaire will be updated and improved, and more attention will be paid to clarifying the process and the questionnaire to all rankers and all participating institutions.

The SustainaBul will, the same as in previous years, be awarded on the final day of the Groene Peper (previously known as National Day for Sustainability in Higher Education - NDDHO). In 2021, this event will be completely virtual due to the lasting corona crisis. SvM will continue to take part in the organisation of this event, which includes monthly meetings and contributing to the programming and organisation. Moreover, this year SvM is a partner of ScienceGuide and ISO for the yearly 'Lector of the year award' which for 2021 has a sustainability focus. This award will also be awarded during the Groene Peper.

Goal 1: Increasing the reach of the SustainaBul

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 ▪ Work together with Studiegids.nl (Catalogue Guide for Higher Education) to have the ranking published on their website ▪ Establish relations with the Dutch press and send out multiple press releases ▪ Set up a social media campaign to create attention for the award show of the SustainaBul ▪ Work together with the Groene Peper to create a professional and interesting online award show

Goal 2: Improving the ranking process

Period 1 + 2	Plan of action
<p>Improving the overall ranking process, by paying special attention to the quality and comprehensibility of the questionnaire and the communication with rankers</p>	<ul style="list-style-type: none"> ▪ Further improve last year's revision of the questionnaire to increase the quality of the assessment and objectivity of the outcome ▪ Review the questionnaire and ask for feedback from experienced researchers ▪ Apart from the questionnaire, provide an extra document to the rankers in which every question is explained in more detail ▪ Each question will be ranked for each institution by two students to increase objectivity ▪ The rankers should ideally join via the SvM member organisations and/or higher education institutions across the whole country to ensure diversity and therewith objectivity of the combined ranking ▪ Inform rankers no later than 2 weeks prior to the start of the first round, to ensure they have enough time to prepare, and enough knowledge about the SustainaBul to start ranking ▪ Work together with specific (student) organisations who can rank a certain question that matches their field of interests,

	such as ExPlane for a question on mobility
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Goal 3: Improving communication to higher education institutions

Period 1 + 2	Plan of action
Improving communication to Dutch higher education institution about the SustainaBul process, to secure both professionalism and a mutual understanding.	<ul style="list-style-type: none"> ▪ Make a planning which includes strict deadlines, to make sure that higher education institutions and rankers are able to receive all information in time ▪ Inform higher education institutions about the SustainaBul process and deadlines at least one week before Christmas break, to make sure they have enough time to prepare ▪ Apart from the questionnaire, provide the additional document to the higher education institutions in which every question is explained in more detail. This helps to fully understand the questions and their use and it serves as justification for why these specific questions are asked

Sustainable Introduction Time (DIT)

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 because they are big events and thus a lot of impact can be achieved.
How	By encouraging introduction weeks to organise their events a sustainable way and by doing so, setting a standard for students to organise events sustainably. Besides, the introduction weeks should also instruct participating students to live sustainably in general.
What	Organising a competition and awarding 3 prizes for the most sustainable introduction weeks. Additionally, awarding a general Best Practice prize that can be won by any student/study association.

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. Until 2019, the DIS was divided into three categories (with 3 prizes): Most Sustainable Week, Most Sustainable Stunt and Social Impact Prize.

During 2020, due to Covid-19 restrictions, the DIS had a different format. As most of the introduction weeks were online, the DIS existed of (online) sustainable challenges, of which as many as possible had to be fulfilled by the introduction week committees and the student/study organisations. The format of a 'bingo card' was used in order to provide an overview of the different challenges. Due to the corona situation, the number of participating organisations was lower than in former years and the award show was held online. Two prizes were awarded, one for the most sustainable introduction week and one for the most sustainable student/study organisation.

New situation

After careful consideration, and in line with our new strategy, we feel like the DIS is in need of some reorganisation. Firstly, the collaboration and communication with our sponsor GDO was suboptimal. Both sides agree that there seems to be no clear link between the activities of GDO and the target group of the DIS. Therefore, we believe that the time has come to find a new, more suitable sponsor.

Secondly, as a result of our changed vision, we feel that the award for study and student associations ("Most Sustainable Stunt") is outdated. We have decided to omit the competition for associations, and replace it for a general prize for 'best practice'. Every

student organisation can send in a submission to win this prize. There are multiple reasons for this decision. First of all, we deem just one sustainable activity (“Stunt”) not sufficient to improve the overall sustainability of the introduction time. Therefore, we believe the centre of attention must shift to the integration of sustainability throughout the whole introduction period and this is most effectively done by focusing on introduction weeks rather than study/student organisations. Moreover, we recognise that the competition of the Groene Pint is better fit for encouraging student associations to incorporate sustainability into their organisation. In the future, we see possibilities for de Groene Pint en Studenten voor Morgen to closely work together. On top of that, SvM's new vision entails a clearer focus on the higher education institutions instead of student organisations. The fact that introduction weeks are linked to a higher education institution is yet another reason for the envisioned shift in focus.

Thus, we will reorganise the DIS in such a way that the introduction weeks will be the focal point. There will be one prize for the most sustainable introduction week. This prize will be awarded to the introduction week that has done most to decrease its environmental impact, and has succeeded best at encouraging students to live a sustainable lifestyle. The criteria of this prize will centre around the SDG's that SvM pursues. These are SDG 4, 13, 17.

Additionally, there will be a more general prize for sustainable Best Practices to keep encouraging student/study organisations to organise their introduction time in a sustainable way. This prize can be won by any student/study organisation and will also partly compensate for the DIS being discarded. As it won't be our main goal to engage study or student organisations, this additional prize will have no specific format. An independent jury will appoint a winner based on creativity and impact of the submitted best practice.

Thirdly, as a consequence of the reorganisation, renaming of the DIS is in order. DIS (Duurzame Introductie Stunt) refers to the Sustainable Introduction Stunt prize. As we will no longer include the Stunt, this name ceases to be relevant. We have chosen to rename the DIS to DIT (Duurzame Introductie Tijd), which translates as: Sustainable Introduction Time. The general Best Practice prize fits well with this new name, as this prize is about Best Practices during the introduction time, and not necessarily one ‘Stunt’.

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).

Goal 1: Sponsors

Period 1	Plan of action
Finding new sponsors/partners to improve the function of the DIT	<ul style="list-style-type: none">▪ Apply for sponsorship at Triodos, ASN Bank, LvM, MVO or other sustainability-related organisations▪ Renew partnership with UMEF to organise an offline award show this year

Goal 2: Reorganisation DIT

Period 1	Plan of action
Execute the reorganisation as planned	<ul style="list-style-type: none">▪ Make a time plan for the DIT and notify the new introduction week boards and associations early of the new brand name and the changes made for this year's competition.▪ Improve communication with the potential participants, in order to encourage every introduction week in the Netherlands to participate.▪ Adjust the criteria to give more weight to student's awareness of sustainability, and adjust the criteria to include improvements compared to the previous year.

Goal 3: Transfer of the project

Period 1 + 2	Plan of action
Improving the transfer over two boards to benefit the implementation of the project	<ul style="list-style-type: none">▪ Make sure the DIT Coordinator starts 01-04-2021 the latest to improve engagement during the preparation of DIT 2021. This will lead to more knowledge of the whole process and will hopefully decrease the gap of the transfer period.▪ Make sure that the DIT coordinator is someone who is familiar with the activities of introduction weeks, to ensure a smooth communication process with the participants.▪ Make a detailed time plan, so that the preparations for the DIT will start early, and introduction week boards know about the DIT before their arrangements for the introduction weeks are final.

Goal 4: Awards and Award Ceremony

Period 1	Plan of action
Reorganise the structure of the Awards and improve the Award Ceremony	<ul style="list-style-type: none">▪ Regain close connections with UMEF, and ask if they will assist with organising the award show again this year.▪ Focus on participants rather than speakers to improve knowledge – and best-practices sharing (point out best practices)▪ Ensure a large informal network opportunity for attendants

DuurzameStudent.nl

Why	We believe public knowledge sharing and inspiration regarding sustainability is important to create a sustainable future. Keeping students informed on developments and sharing sustainability knowledge with them can be an important step in this direction
How	Facilitate a platform on which students can share their vision on sustainable topics
What	Online magazine DuurzameStudent.nl where articles on all topics relating to sustainability are published regularly

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. Next to the two chief editors, the function of image editor has been established since September 2020. Besides this, the reimbursements for all three voluntary positions were increased, in order to reward the editors for their hard work and ensure commitment.

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, SvM has seen a decline in commitment among editors. We have spoken to the chief editors about a possible revenue model to encourage editors to write more regularly, but this proposition was rejected. Other methods of increasing commitment with the editors should be further explored. As of now, the team of editors does not have enough capacity to make new types of content such as vlogs or content, so a partnership with an external party to provide these types of audio-visual media on DuurzameStudent.nl could be an option.

Goal 1: Content

Period 1	Plan of action
Expanding the types of content offered on DuurzameStudent.nl by adding vlogs and podcasts	<ul style="list-style-type: none">▪ Form partnerships for sharing content. VVM podcast, CIRCL podcast, SustainableStudents and Klimaatnerds are examples of podcasts that could be approached for collaboration.▪ Make a campaign to attract new editors that are willing to make vlogs as well as write articles

Goal 2: Reach

Period 1 + 2	Plan of action
Increasing the reach of DuurzameStudent.nl by collaborating with external parties	<ul style="list-style-type: none">▪ Partnering up for more diverse content and include a deal that both parties will refer to or publish each other's content on their own social media▪ Strengthen existing agreements with partners that have promised to publish articles from DuurzameStudent.nl on their own channels, and make sure this actually happens▪ Together with the chief editors, make a plan on how to increase the reach by at least 1000 unique monthly visitors in 2021.

Goal 3: Editor team

Period 1 + 2	Plan of action
Actively look for new editors throughout the year	<ul style="list-style-type: none">▪ Frequently share the vacancy for editors via social media, the newsletter and give it a permanent place on DuurzameStudent.nl as well as on the website of SvM▪ Three times a year, organise an online campaign to attract new editors

CliMates of Morgen

Why	It is important to reach students outside of the sustainability bubble and promote sustainability within student organisations
How	Helping establish a platform for student associations to help them bundle their strengths and tackle sustainability issues within their organisations
What	An online slack-platform in which student associations can share knowledge, and support each other in making sustainable changes. On the long term this will include yearly events, during which shared obstacles in enhancing sustainability will be discussed.

Current situation

The original set-up of CliMates was contrived in board year of 2019-2020. Their idea behind CliMates was to reach students who not yet have affinity with sustainability issues. They wanted to achieve this by setting up a network between on the one hand student councils of universities, and on the other hand sustainability committees of student associations. They envisioned a slack-platform as well as three events in which networking and discussing sustainability-related topics would be stimulated. However, we think it is best to revise this set-up, partly due to the current Covid-19 restrictions, and partly as a result of our aforementioned change in the strategy of SvM.

Firstly, due to the Covid-19 restrictions, it is not possible to have events in person during this board year. The initial set-up of CliMates will therefore be a slack platform, that includes Dutch student associations that want to do more to integrate sustainability into their organisations.

Secondly, we have decided not to include the study associations in the CliMates platform this year. The reason for this is twofold. We have entered into a collaboration with LKvV, which is the umbrella network for student organisations. This collaboration provides us easy access to nearly all student organisations. We do not have access to all study organisations, and as this is a much larger group, we think we will not have the capacity to reach them all this year. We think it is best to focus on the student associations this year, to make sure we will have enough time to properly launch the CliMates network. However, we do encourage future boards to set up a network for study associations (that, unlike our member organisations, do not have sustainability as their main focus) to promote sustainability in their organisations as well.

Thirdly, we will not include student councils in the CliMates network either, as we believe there is a better opportunity to include the student councils into the function of the board member for Higher Education. The board member Higher Education can keep in touch with the student councils, and support them in lobbying for better integration of sustainability in the institutions. This board member could potentially explore whether there is need for a CliMates network for student councils.

Long-term vision

As this is a relatively new project, we expect the successful implementation and embedding of our network in into our organisation will span multiple board years. For this reason, we feel that is necessary to elaborate on our vision for the coming years.

First of all, after refining the vision of SvM, we have come to the conclusion that student associations are not part of SvM's main target group, as they are not closely linked to the higher education institutions and other sustainability organisations have specifically included them in their mission. However, we do see the necessity of such a network being established. Since we recognize CliMates' potential and we have already partnered up with LKvV, SvM will continue to work on setting up the network. Once the platform is well established, SvM will play a more passive role in this project. Particularly when it comes to capacity of the board, the most impactful and natural role would be to continue supporting CliMates with input of sustainability topics for the events and refer the organisational aspect of the events and the managing of the network to others.

Secondly, we encourage future boards to set-up a similar, though separate CliMates network for study associations and potentially for student councils, as study associations and student councils better align with SvM's strategy. Currently, we do not have the capacity to make plans for these networks, but starting July 2021, new plans can be initiated.

Goal 1: Establishing the CliMates network

Period 1	Plan of action
Establishing and launching the slack-platform and making sure as many student organisations as possible join the CliMates Network	<ul style="list-style-type: none"> ▪ Request a free use of Slack for NGO's ▪ Together with LKvV and Groene Pint, decide on the content of the Slack platform. ▪ By making use of the LKvV network, inform all student associations about the platform ▪ Together with LKvV, launch the platform during the LKvV 'sociëteitsdag' ▪ Explore the possibilities to organise a first event ▪ Set up a promotion campaign and manage and initiate interaction on the platform

Period 2	Plan of action
Evaluate and expand the CliMates project	<ul style="list-style-type: none"> ▪ Evaluate the first months of the CliMates network together with LKvV and the Groene Pint. ▪ Start making plans for an additional CliMates network for study associations and student parties. For this branch of CliMates a specific coordinator could be appointed if needed. ▪ Explore whether there is demand for a CliMates network for student councils

Goal 2: Relinquish responsibility

Period 2	Plan of action
Relinquishing responsibility so that the management of the network will not be our main responsibility, while staying founder and keep playing a supportive role in the CliMates network	<ul style="list-style-type: none">▪ Find a party that is willing to take over responsibilities for managing the CliMates network on the long term▪ Remain actively involved as founder of CliMates, and as initiator of the three networking events that will be organised each academic year▪ Set boundaries and define tasks in consultation with partners. Spend on average no more than 5-10 hours a month on CliMates after launching the platform

Sustainability Career Event (SCE)

Why	We believe that students should be made aware of the possibilities and opportunities for a career in sustainability. Besides this, the SCE ensures a lot of brand awareness for SvM.
How	By helping students get in touch with companies that want to incorporate sustainability in their company
What	Be present at and help organising the Sustainability Career Event, promote the event in our own network and promote other events by SustainableMotion as part of our contract with them

Current situation

The SCE is an annual event, and used to be organised at Utrecht University until 2020. It includes an introduction at the beginning of the day, whereby SvM also gets to speak and introduce our organisation. This introduction is followed by a job market, whereby many companies looking for (sustainability) talent are represented. There are also workshops for the students, organised by some of the companies present at the job market. However, due to COVID-19, the SCE is fully online. SvM will therefore not play a role in organising the

logistics of the event, but solely in the promotion. For next year, the plan is to be more actively involved in logistics again, and also try to take a more active role in advising Sustainable Motion on (sustainable) companies for the event.

Goal 1: Promotion of SCE 2021

Period 1	Plan of action
Prioritizing online promotion of the SCE as all universities and UoAS are in lockdown	<ul style="list-style-type: none"> Set up a promotion plan together with Sustainable Motion, which includes different kinds of channels, such as e-mail, social media platforms and the SvM website

Goal 2: Preparation for SCE 2022

Period 2	Plan of action
Starting preparations early in case the SCE can be organised offline again in 2022	<ul style="list-style-type: none"> Maintain close contact with Sustainable Motion, starting as early as July Meet up with Sustainable Motion and prepare a list of sustainable companies that would be suitable to be present at the SCE

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 students on the sustainability of their houses/buildings/apartments

Current situation

Together with the Kences and DUWO, it has been decided the Student energy race needs to be changed. The main reasons were the focus on gas and electricity (instead of broader housing sustainability) due to measurement operationalization and the fact that many larger student buildings/complexes could not participate. In order to change this, the organisers of the SER are collaborating with the University of Applied Sciences of Utrecht. A group of students will take on the re-designing of the student energy race in the spring semester of 2021. Although not completely clear at this stage yet, SvM is expected to take a consulting and assisting role in this processing ensuring the new SER concept is suited for students everywhere in the Netherlands. The exact compensation for this from Kences is yet to be determined.

After the re-design the new SER (potentially and hopefully with a new name) will be organised to start in the fall or early winter of 2021. The role of SvM is not determined yet, as the concept of the SER is not set in stone at this stage. Most likely, SvM will have a smaller role in the SER than before, focussing on facilitating the process and giving a student perspective during meetings with the partners Kences and DUWO. The planned decrease in involvement is a conscious decision as the board of SvM feels that the SER is not the best fit with our restated strategy. Nevertheless, the purpose remains important, namely to stimulate students to adopt a more sustainable lifestyle.

Goal 1: Stay relevant in the redesign process

Period 1+2	Plan of action
Being part of the creation of the new SER and ensure the student perspective is included in the new version	<ul style="list-style-type: none">▪ Actively participate in the meetings with the SER partners▪ Consult or include some member organisations in the redesign of the SER

Goal 2: Find role in new SER

Period 1+2	Plan of action
Finding a (smaller) role for SvM in the SER project, while making sure this new role is relevant and mutually beneficial	<ul style="list-style-type: none">▪ Propose a consulting or advising role instead of an organisational intensive role▪ Consult or include some member organisations in the new SER

SPRINT

- Why** We believe that it is important for young people (around 16 – 26 years) to volunteer and be involved in organisations such as SvM.
- How** Involve youthfully volunteers in our organisation and guide them when working on a project.
- What** Collaborate with NJR and CNV youth who are in the lead of this project, and have two volunteers appointed to SvM. They will help out with a project that contributes to sustainability and/or sustainable education.

Current situation

The SPRINT project has been commissioned by the ministry of VWS and is organised by the NJR and CNV Youth. The project consists of young volunteers who are appointed to the partner organisations of the project, to learn about the organisations and the work they do. The organisations in charge have reached out to several organisations in the social domain of which SvM is one, to 'host' some of the volunteers and involve them in one of our projects. The ministry of VWS funds this project, which is supplemented by the time invested by the partner organisations to manage the project and mentor the volunteers.

For the first half of 2021 look forward to having new volunteers appointed to help out at SvM. The volunteers will work on a specific project such as the SustainaBul or TAPPC project. In total a round of SPRINT encompasses 4 months with two duos of volunteers joining for two months each. For each volunteering duo, a new specific topic or task related to sustainability needs be assigned. It is yet to be determined if the project will be continued for another round in the second half of 2021.

Goal 1: Continue SPRINT

Period 1+2	Plan of action
Continuing being a partner in the SPRINT project and hosting volunteers.	<ul style="list-style-type: none">▪ Communication with NJR to ensure participation in the project and thus having new volunteers being appointed▪ Appoint one board member to manage the volunteers in their months working for SvM

New projects

LNV Jongerenplatform [*Youth platform*]

- Why** Youth participation was requested by the ministry of LNV and the participating organisations feel that this could be a great step in fairer youth participation and making a larger impact in this sector
- How** Forming a partnership with other youth climate/agriculture organisations and establish a well-functioning platform.
- What** Meetings with the 5 participating youth climate/agriculture organisations to formulate advice on current topics and policy.

Current situation:

The ministry of LNV has expressed a need for input from young generations concerning the topics that this ministry is responsible for (nature, agriculture, food etc.). This input is given by a to-be youth platform. Studenten voor Morgen has been asked to be one of the youth organizations that is a part of the platform. The other organizations have a narrower focus on the scope of the ministry, however, SvM could bring other sustainability knowledge and stimulate an interdisciplinary approach.

Slow Food Youth Network Netherlands (SFYN) is in the lead of this project and has received funding from LNV to establish the youth platform. The first half of 2021 will mostly consist of sessions leading towards creating a well-functioning and properly embedded platform. The group of organisation representatives meets about every month to further develop the plans, focus and division of tasks. The goal is to have the platform fully established by mid-2021. However, it is expected to continuously evolve to fit the needs of the partner organisations and the ministry of LNV.

Goal 1: Establish LNV youth platform

Period 1	Plan of action
Fulfilling a fair and valuable role in establishing the platform	<ul style="list-style-type: none">▪ Distribute work for the platform equally (to capacity ratio) with the participating organisations looking at the value an organisation can bring

Goal 2: Evaluate & find role

Period 2	Plan of action
Continuously evaluate the development of the platform and if/what role SvM has in it	<ul style="list-style-type: none">▪ Continuously assess what the role of SvM is in this group and if SvM is fitted for this platform.▪ Keep open communication with the other organisations concerning the role of SvM in the group and the suitability of the involvement.▪ Keep a close link to the ministry of LNV to ensure a clear goal of the platform (instead of becoming just another network group).

Goal 3: Incite more youth platforms

Period 2	Plan of action
Making sure the LNV youth platform is an inspiration for other ministries to establish their own youth platforms for youth representation and participation.	<ul style="list-style-type: none">▪ Through the LNV youth platform and the ministry, get in contact with the relevant decision makers of other ministries. Especially the ministries that focus on education and sustainability/climate would be relevant for SvM.

Duurzame Studies

- Why** We believe students should be given an overview of all sustainability related studies assist them in making informed decisions. Such an overview currently does not exist.
- How** Informing students through a website which gives an overview of all sustainability related study programmes in the Netherlands, ranging from bachelor to master educations.
- What** SvM, together with Soemano Zeijlmans, will create the website/platform, which will be called Duurzame Studies, and develop a marketing plan in order to make this a success.

Current situation

At the end of 2020, SvM got contacted by Soemano Zeijlmans, an independent Leiden University student and working professional, who had the idea of creating a platform that contains a much-needed overview of sustainable study programmes. SvM has been asked to be the partner for this project.

Duurzame Studies (of which the name is still subject to change) will be a website which gives an overview of all sustainable university study programmes in the Netherlands, ranging from bachelors to masters. After the initial stages of the project are executed, and the website is launched, the platform will be extended by including vocational education, as well as specific information about sustainable courses. Furthermore, there are plans to include a review function.

For now, Duurzame Studies, is still in its initial stage, aiming to get funding in order to create the website, as well as putting in the first efforts design and content wise.

Goal 1: Ensure funding for Duurzame Studies

Period 1	Plan of action
Ensuring an initial investment in order to create Duurzame Studies.	<ul style="list-style-type: none">▪ Contact different institutions and apply for different types of funding which are intended to cover costs of the creation of the platform.▪ Explore whether it is possible for SvM to cover (parts) of the needed fund, in case the funding is not (or partly) obtained.

Goal 2: Establish Duurzame Studies

Period I	Plan of action
Establishing and launching the Duurzame Studies website before the summer of 2021.	<ul style="list-style-type: none">▪ Start the creation of Duurzame Studies after the after the financial means have been realized.▪ Reach out to higher education systems, as well as the specific programme directors in order to gather information about the programmes as content for the platform.

Goal 3: Promote Duurzame Studies

Period I	Plan of action
Motivating (prospective) students to choose a sustainable study by promoting the Duurzame Studies platform.	<ul style="list-style-type: none">▪ Create a marketing/communication plan in order to best promote the website. Prospective university and university of applied sciences students and third year bachelor students are the specific target audience.▪ Make sure the website is updated throughout the year in order to stay relevant and useful. The Higher Education board member will bear the responsibility for this task.

Project True Animal Protein Price Coalition (TAPPC)

Why	To make higher education institutions more sustainable in their food offerings to students and increase student awareness in North Holland (NH).
How	Higher animal protein price and lower plant-based protein price in cafeterias/food outlets of higher education institutions.
What	Proposing to do pilots with price differentiation in food outlets in higher education institutions in NH, accompanied by professional awareness raising campaigns.

Current situation

Since 2020 SvM has a partnership with TAPPC. SvM supports them in their mission to increase the price of meat and other animal-based protein products to create an incentive to decrease consumption of these products, create awareness about the impact of animal-based protein products and realize a financial compensation for farmers to make their operations more sustainable. Moreover, the price of plant-based protein foods should be decreased as well, to compensate the increased animal products price and give another incentive to switch to this alternative.

For this particular project are asked by TAPPC to focus on the food prices in cafeterias of higher education institutions in the Dutch province North-Holland. With a subsidy from the province of NH and the expertise of our partner TAPPC we have the capacity to initiate pilot projects. These pilots consist of differentiating the food prices according to the type of product (animal-derived or not) in cafeterias and other food outlets of higher education institutions in NH. Moreover, the pilot will be accompanied by an awareness raising campaign. Part of the subsidy has been budgeted for the support of a communication agency to ensure maximum impact of the campaign.

However, the pilots depend on the cooperation and ability of the facilities managers at the institutions. Due to the corona crisis, the pilots will not be able to start sooner than at the start of the academic year 2021-2022. It is not yet clear which institutions are able to commit to implementing the pilots. However, even without running a pilot project, it would be possible to run an awareness raising campaign and include students in a lobby for such a pilot.

In case of one or multiple successful pilots at some institutions in NH, we hope to, together with TAPPC, scale this project to the whole country and have more higher education institutions implement true prices for food.

Goal 1: Have a long-lasting partnership to create impact together

Period 1+2	Plan of action
Continuing to solidify the partnership with TAPPC in order to increase impact	<ul style="list-style-type: none">▪ Have regular contact with Jeroom Remmers, director of TAPPC, to discuss progress of the NH project▪ Cross-share and promote events, petitions, etc.▪ Take part in the advisory board of TAPPC

Goal 2: Run pilot(s) in higher education institution(s) in NH

Period 2	Plan of action
Running at least one fair meat price pilot at a higher education institution in North Holland	<ul style="list-style-type: none">▪ Meet with all facility managers of higher education institution in NH. Convince at least one higher education institution to run the pilot▪ Work with communication experts to increase impact for the campaign

Networks & Partners

Studenten voor Morgen is a network organisation, meaning its function is to be a national network for local organisations to learn from each other but also to have a stronger national voice when needed. To create more value for our members and increase our impact, SvM is also a member of several national and international network organisations and has partnerships with organisations linked to either the field of higher education, youth movements, and/or sustainability.

Coöperatie Leren voor Morgen (LvM)

- | | |
|-------------|---|
| Why | Learning about managing a larger organisation with a wider network, with the common goal of making education more sustainable. Additionally, providing LvM input on younger generations and their ideas about sustainability through SvM. |
| How | One board member of Studenten voor Morgen, for the duration of the SvM board year, takes a full seat in the LvM. |
| What | Participating in the board meetings and representing a new generation of sustainability supporter. |

Current situation

Leren voor Morgen (LvM) is a special and long-time partner of SvM. Every year a SvM board member has the opportunity to take a full seat on the board of LvM. LvM does what SvM does on the 'lower' tiers of education, from primary school to vocational education. We collaborate where possible and have the mutual aim of integrating sustainability into education.

The other board members of LvM are all experts in the field of sustainability (and education). The SvM board member is the only student or 'young' person on the board, meaning anything relevant from this realm needs to be communicated by us. Moreover, we can support LvM in becoming a more (age-)diverse organisation by introducing a different and young perspective on matters. Monthly board meetings are arranged by the LvM support staff. In these meetings anything relevant to LvM and its functioning is discussed. The SvM board member also attends the GA's of LvM.

We receive €10.000 from LvM on a yearly basis. These funds are unassigned and support the financial independency and stability of SvM. This reflects the history and shared objectives the two organisations have. Besides the financial partnership, there are

many cross-overs between LvM and SvM such as the sustainaBul that now exists for MBO (vocational education) as well and the involvement in de Groene Peper.

Goal 1: Proper transition to new board member

Period 2	Plan of action
Improving the transition from the current SvM board member taking a seat in the LvM board to the next, in order to make SvM a better partner for LvM	<ul style="list-style-type: none"> Consider this to be a whole separate board transition, meaning it requires a separate introduction and thorough understanding of the organisation and responsibility from the start Make clear to the successor that it is not just a network group, but board seat on the LvM board comes with responsibilities

VVM

Why	To connect students to career opportunities via a network of environment professionals.
How	Being an active ambassador for VVM.
What	As a VVM ambassador, organising an event and sharing interesting content and events of VVM of SvM's social media.

Current situation

Currently, Morgen has one board member that is ambassador for VVM. The VVM is a national network for professionals in the environmental sector. The VVM has existed for quite a while, and used to be very popular, but is now struggling to attract young people. Therefore, they started two years ago with the ambassadorship, in which they appoint ambassadors, usually board members of sustainable study associations, that are promoting the VVM network amongst their own student networks. In exchange, they pay the associations a yearly amount and a small amount per new member that joins the VVM through that association. Usually, there is a promotion for the VVM in every SvM newsletter, but this rarely gets the VVM new members. Also, the VVM has quite a 'dusty' image, which makes it difficult for us to enthuse other students about joining the VVM. For this reason, it is good to re-evaluate our cooperation with the VVM, to judge whether

it is worth continuing this partnership. If judged to be useful, adjustments should be made to the cooperation to make sure that SvM makes the most out of VVM.

Goal 1: Re-evaluating partnership with VVM

Period 1	Plan of action
Re-evaluating the cooperation with VVM to ensure that we make the most out of this partnership	<ul style="list-style-type: none"> ▪ Meet up with our VVM contact person and discuss whether both of our expectations were met, and if not, what should be done to make sure expectations will be met in the future. ▪ Renew contract with VVM for next year, in case both parties are willing to continue the partnership.

Goal 2: Effective agreement

Period 1	Plan of action
Making clear agreements and adhering to these agreements in order to have a fulfilling partnership with the VVM.	<ul style="list-style-type: none"> ▪ Renew contract with VVM, and set stricter requirements and indicate wishes of both parties for this agreement more clearly in the contract. ▪ Make a yearly planning for duties that are to be fulfilled towards the VVM, so that they will not be forgotten.

J4

Why	We believe that it is relevant for the JKB, JMA and NJR's UN Youth Representatives (Sustainable Development) and SvM to be informed about each other's projects and activities. This will enable collaborations and support.
How	Collaborating with the JKB, JMA and NJR's UN Youth Representatives (Sustainable Development)
What	Six-weekly meetings with the representative(s) of the boards of JKB, JMA, NJR's UN Youth Representatives (Sustainable Development) and SvM

Current situation

J4 is a collaboration between representatives of JKB, JMA, SvM and the NJR's UN youth representatives (Sustainable Development) to stay informed about each other's projects and other activities. Meetings are organised in which updates are given and relevant collaborations are discussed. Moreover, the J4 WhatsApp group chat makes it easy to share things that are relevant for the other organisations, or to reach out and ask questions.

In 2019, the J4 worked on a platform (de Onderwijzer) where teachers could find economic class material in which sustainability is integrated. The platform was meant to be a first step to help the school system to make a change in the curriculum and integrate sustainability in class materials for economy lessons.

In the first period of the board year '20-'21 the J4 meetings were mostly about the process of ending the above mentioned 'Onderwijzer' project. As a consequence, the initial purpose of the J4 tended to be forgotten. However, the J4 has recently returned back to 'normal'.

Goal 1: Breathing new life into J4

Period 1+2	Plan of action
Bridging the boards of JKB, JMA, SvM and NJR by keeping the J4 active and relevant	<ul style="list-style-type: none">▪ Initiating six-weekly meetings▪ Actively using the J4 WhatsApp group▪ Keeping up the group spirit by initiating offline meetings (and drinks) now and then▪ Making sure that J4 is not forgotten in the period of board transfers

Students for Organising Sustainability International (SOS International)

- Why** We believe that it is relevant for SvM to be a member of an international network which aims at empowering their member organisations working on sustainability in and beyond education.
- How** By being an active member of the SOS international network, as well as take part in one of the sustainability programs, projects or campaigns offered by SOS international.
- What** Regain contact with SOS international and become a part of the Slack community.

Current situation

SvM has been a member of the Wise network (WiNe) for quite some time, which recently changed its name to Students Organising Sustainability International (SOS International). Although the SvM board of 2020-2021 was aware of the existence of WiNe it felt as if WiNe was rather inactive. This, in combination with unfortunately only having a dedicated board member Student network from November on, led to a lack of (e-mail) contact with WiNe in the first half of this board year.

The new board member Student Network only recently discovered that during the time in which there was no dedicated board member to the network, WiNe changed its name to SOS international. Since we are still of the belief that SOS international is a great network to be a part of, SvM aims to regain contact with the network as soon as possible, and hopefully regain the important relationship with the network.

Goal 1: Get in contact with SOS international

Period 1	Plan of action
Regaining contact with SOS International	<ul style="list-style-type: none">▪ Get in contact with the board of SOS International as quickly as possible. This is done by the SvM board member Student Network.▪ Gain access to the Slack community of SOS International.

YEE (Youth Environment Europe)

Since the start of the academic year of 2020-2021, SvM has become an official member of YEE. YEE is an organisation focussed on sustainability initiatives by young people, and representing them in national and international contexts. Studenten voor Morgen is their first Dutch member. This means we are responsible for representing the Netherlands in their network and including YEE in Dutch initiatives where we can. YEE also enables SvM to be a more valuable partner here, as we can easily involve them in the matter, as for example with a petition of TAPPC. Naturally, we do encourage other Dutch climate organisations to join YEE as well.

Similar to SvM, YEE has a semi-formal Facebook group of which all appointed delegates from the member organisations are a member. This enables quick sharing of events, petitions and other material of that order. Their GA's take place in weekends and occur three or four times a year. At the GA's, we have the opportunity to hear from all the other member organisations and their activities. Some of their member organisations have expressed interest in introducing a version of the SustainaBul in their countries, which has great potential. Though our focus continues to be national, the European addition can help us make even more impact and offer more value to our members as well. All in all, YEE seems to be a relevant network for SvM. We would like to continue this partnership and be updated and involved on a European level.

Goal 1: Get the most out of the YEE network

Period 1+2	Plan of action
Making adequate use of all that YEE (and its European connections) has to offer	<ul style="list-style-type: none">▪ Attend GA's and learn more about the activities of YEE and where we could find synergy between our organisations▪ Inspire youth organisations in other European countries with our projects. For example, create an English overview/manual of the SustainaBul and inspire them to start raising higher education institutions on sustainability

ISO Covenant

SvM is part of the ISO covenant. ISO is one of the largest organisations in the Netherlands for students and is led by a fulltime student (or recently graduated) board. ISO curates a group of organisations that are also involved with students and can represent a specific group within that larger population. This group is called the covenant. The covenant meetings take place every other 8 weeks and are initiated and organised by ISO. Thus, it is a relatively low effort for the representatives of the covenant partners to be part of this body. During the covenant meetings issue can be discussed that representatives may encounter in their organisation.

For SvM it is really nice to hear about organisations outside of the ‘green bubble’ and learn from their insights. It is relevant for SvM to be in direct contact with ISO and the other large covenant partners. Similarly, it is relevant for them to know who/what SvM is. Moreover, being part of the covenant can trigger partnerships with other organisations such as the current partnership between the LKvV (who are also a covenant partner) and SvM. Therefore, we are excited to continue being part of the ISO covenant.

Goal 1: Get the most out of the ISO network

Period 1+2	Plan of action
Continuing to be an active member of the ISO network, while making sure to maintain relevance	<ul style="list-style-type: none">▪ Always have a SvM board member attend the covenant meetings and actively participate in the meetings▪ Keep in touch with the other covenant partners and ISO to maintain the relevance of SvM as a covenant partner

Coalitie-Y

Coalitie-Y is a platform via which all Dutch youth representative organisations can come together and raise problems and solutions specific to young people (\pm under 35). It is a network that is still to be anchored officially, but has great potential.

Currently, Coalitie-Y aims to include young people and their concerns/ideas in the measures and solutions regarding the corona crisis, by offering advice to the government. Coalitie-Y advises the government on 4 main themes: housing, labour market, education and climate. SvM was invited to take part in the corona-thinktanks. SvM is mostly involved in the education and climate related issues.

After corona is (mostly) over, Coalitie-Y will be mainly concerned with the solutions for alleviating the problems caused by corona. This is done by investing in sustainable solutions for example, and general youth representation. For SvM it will continue to be relevant to contribute to Coalitie-Y on the topics of sustainability and education. Also, the network offers great opportunities for meeting other organisations with direct links to their boards. Moreover, we are included in the (media) exposure Coalitie-Y receives. To conclude, the board of SvM finds Coalitie-Y an important and relevant network to be a part of and is excited to continue contributing to it.

Goal 1: Make the most of the network

Period 1+2	Plan of action
Being an active member of the Coalitie-Y network and maintaining relevance	<ul style="list-style-type: none">▪ Always have a SvM board member attend the meetings and actively participate in the meetings▪ Keep in touch with the other organisations that are part of Coalitie-Y and the people behind Coalitie-Y to maintain the relevance of SvM as a partner

Goal 2: Involve member organisations

Period 1+2	Plan of action
Giving the SvM member organisations a national voice by involving them in the input SvM gives to Coalitie-Y	<ul style="list-style-type: none">▪ Use the SvM member WhatsApp group to inform them about the topics of discussion on the Coalitie-Y agenda and ask whether they have any specific input or whether someone would like to join the meeting▪ Create an overview of which member organisations are independently involved in Coalitie-Y and see if we can combine efforts

Concluding remarks

We would like to thank you for reading the Organisational Strategy of Studenten voor Morgen for the year 2021. 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 our organisation and our efforts to integrate sustainability into higher education.



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Chair



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Secretary and vice chair



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PR



Sacha Voet
Treasurer and Student Network