



Studenten voor  
**MORGEN**

**ORGANISATIONAL  
STRATEGY**

2021 / 2022

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**COMPOSED BY THE BOARD OF 2021-2022**

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# Preface

As the new chair of the 2021-2022 board of Studenten voor Morgen, I can proudly say that the new policy-document of the organization is finished and the new strategies for the upcoming year are decided. For the past 6 months, we have already been working with a 6-person board on growing and strengthen the organization. Now, we will continue doing this, as well as implementing our own strategies and visions for a more sustainable higher education, further explained in this document.

After a policy-weekend full of discussions and brainstorming, we came up with the conclusion that Studenten voor Morgen is already a really strong organization and network itself. Every year, board members decide to find new projects and networks to work on in their policy strategies. This year, we have decided to strengthen the already existing institutions, networks, projects and other relevant practices of the organization. We want to work on questions like: Why are we unique? How do we want to operate? With whom do we want to work together? And how can we expand and strengthen existing projects even better? These are all questions not only I have been working on, but also my other inspiring board-members. We are all motivated and inspired to find these answers.

After almost two corona-years, a lot has changed within the organization. This means that existing projects and networks have too. While the transition to online meetings and events has been rightfully implemented, we also noticed that due to these changes, not all projects and networks have functioned perfect. This is the main reason we decided to strengthen these projects and networks again. While we are doing this, we want to increase the physically meeting again and try to go back to inspiring people face to face. However, the organization has learned a lot about the benefits of online meeting as well and a lot of events will for instance stay hybrid.

Studenten voor Morgen is a network organization. Without our member organizations, we won't exist. This is the reason we decided to focus on our member organizations for the upcoming year. As a network, we have to find our power to unite for a more sustainable higher education. This can be done by more physical gatherings to inspire and connect with each other.

*All by all, this document is about the strengths of Studenten voor Morgen. We see these strengths. We want to increase these strengths,*

**Femke Hermans**

*Chair of the '2021-2022' board of Studenten voor Morgen*

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# Introduction

## Our mission

Studenten voor Morgen (SvM) is the student-network for a sustainable future in higher education in the Netherlands! As a national organization, we strive to stimulate the collaboration between more than 40 member-organizations. We integrate sustainability in higher education by stimulating the consciousness about sustainable development among students, employers & other involved. Furthermore, we organize different projects and are open to discussions around the subjects 'sustainability' & 'education' on local, national and international level.

## Our vision

Studenten voor Morgen strives to systemically change higher education institutions and student life to seamlessly integrate social and environmental sustainability in the livelihood of current and future generations.

### *Our working definition of sustainability at Studenten voor Morgen:*

We support the Brundlandt report definition of sustainability: Sustainability is: "meeting the needs of the present without compromising the ability of future generations to meet their own needs."

## Sustainable Development Goals (SDGs)

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.

## Strategy

Our strategy for the upcoming board-year includes three main focus points:

- Expand and strengthen our national network with relevant member organizations
- Organizing relevant projects and making current projects more substantial
- Continue building relationships with higher education institutions & relevant partners

# Structure organisation



To better understand 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. The executive board consists of the chair, the secretary and the treasurer.

## **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 43 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 Pellegroni.

## **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 advise 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.

# Overview projects and network

## 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.

### **Duurzame Studies:**

An online platform that will serve as the first online database bringing together all the Study Programs offered by Dutch Higher Education institutions in the Netherlands covering the topic of sustainability in their curriculum. The website was created through a partnership between SvM and Goodrise and available online at [www.duurzamestudies.nl](http://www.duurzamestudies.nl)

### **Duurzame Student:**

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.

### **Duurzame Introductie Tijd (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.

### **Sustainability Career Event (SCE):**

Studenten voor Morgen is a partner of the Sustainability Career Event, which is organised yearly by Sustainable Motion.

### **TAPP 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.

### **CliMates / Groene Pint:**

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.

### **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.

### **Circular Skills:**

Collecting data about the opinions of students in the MBO, HBO and WO about their education supporting them in getting enough 'circular skills' to fulfill sustainable transitions in the future & how they want to see their education innovate.

## Network

### **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.

### **Groenpact Jongerenplatform:**

A youth platform that aims at giving a voice to youth working for a healthy, fair and transparent food and farming system, including appropriate education to reach this. The platform will be actively and structurally involved in issues and projects of both Groenpact and its partner organizations.

### **YEE:**

Youth Environment Europe is a European sustainability network. Their members are all kinds of European youth sustainability organisations.

### **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.

### **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.

### **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.

### **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.

### **Climate Students Movement:**

SvM became a member of the Climate Student Movement this year. CSM is an international network of local and national student groups and organisations that promote higher education to become the climate leaders in our societies.

# Internal

## Communication

For a board to function properly, it is important that the work process and group dynamics get evaluated and feedback can be given, so that improvements can be made. The insights of an evaluation will shine light on what worked well and what worked less according to the team members, bringing needed changes to the surface. Within the SvM Board, this evaluation will be done by answering the following four questions; What makes me happy in the organization?, What do I want to keep in the organization?, What does not make me happy in the organization?, and What would I like to see more of in the organization? Talking about the things that board members did and did not like, will improve both work and personal relations, which strengthens the organization.

When working in a team, it is also extremely important to have a clear task distribution. In the board of SvM, the tasks are distributed according to the position you have in the board, so you have function-specific tasks. However, it is also important to have this clear task distribution in the organization of projects or events. In this way, an equal task distribution can be made and tasks will not be forgotten. Therefore, there will be more emphasis on making clear task distributions within the board.

### Goal 1: Stimulate evaluation and feedback

Goal Period 1 + 2	Plan of action
Stimulating evaluation and feedback to improve both work and personal relations	<ul style="list-style-type: none"> <li>Doing a professional teambuilding workshop with the entire board</li> <li>Doing a complete board evaluation every four months</li> <li>Evaluating the work process and group dynamics throughout organizing the projects</li> </ul>

### Goal 2: Always have a clear task distribution for projects and events

Goal Period 1 + 2	Plan of action
Making a clear task distribution for projects and events, so everyone knows that to do and tasks will not be forgotten	<ul style="list-style-type: none"> <li>Organizing a kick-off meeting for every project or event in which the tasks are discussed and distributed</li> <li>Appointing a leader for every project or event who takes the lead and is the contact point about that project or event for other board members</li> </ul>

## Board transfer

The quality of the board transfer is very important, as it determines the extent to which the new board is capable of continuing the work of the former board. If the board transfer is unclear, the new board needs more time to find out what they have to do, which reduces available time for improving and strengthening the organization. To improve the board transfer, the SvM Board 2020-2021 introduced the transfer month in June, an initiative that we want to keep for the coming year. In addition to that, the transfer documents will be made more extensive. Because these documents will be provided to the new board one week before they start, they will be prepared in the best way possible on the 1st of July when they start their board year.

### Goal 1: Improve board transfer

Goal Period 1 + 2	Plan of action
Making considerable efforts to improve the board transfer.	<ul style="list-style-type: none"> <li>Letting the application committee start with arranging themselves and finding new board members in January</li> <li>Keeping the training period in June in which the new board members join the activities of the board members, but be critical about which meetings are relevant for them</li> <li>During the summer, old board members will actively stay involved to assist the new board where necessary. They will always be approachable for questions, either in person or via the phone.</li> <li>Making a transfer document for all projects and all networks</li> <li>Improving the quality of the transfer documents and make sure they are finished 23rd of June 23:59. The following things need to be clear from the transfer documents: 1. What you have to do, 2. How you have to do it, 3. Who the contact persons for certain functions/projects/networks are and what they expect from you, 4. What the financial situation of a project/network is, and 5. A more detailed schedule of a year planning if applicable. In addition to that, there will also be a document available with important dates not linked to specific projects.</li> </ul>

# Internal

## Diversity

Nobel Laureate Amartya Sen names diversity as one of the main dimensions of social sustainability. SvM believes that a more sustainable world also means equal chances for all. And strives to create a community that promotes and encourages diversity. To accomplish this, SvM must first look inward, and see diversity within the board.

*Goal 1: Attract a diverse pool of applicants on all fronts for the SvM board.*

Goal Period 1 + 2	Plan of action
Making efforts to ensure knowledge on the application process, the tasks at hand of the board year itself and the benefits of serving a year on the SvM board are readily available to the most amount of people possible.	<ul style="list-style-type: none"> <li>Develop a well-thought-out social media strategy, which could attract prospective board members from all backgrounds.</li> <li>Make better use of the platform and speaking opportunities at the SCE to spread awareness of SvM along with any open board positions to its' audience.</li> <li>Organize talks at universities as well as UoAS on what SvM does in addition to what a board year might entail.</li> <li>Actively reach out to people in the network/member organizations from which the current board sees the potential of becoming a member of the SvM board.</li> <li>Highlight the benefits of serving as a SvM board member. These include networking opportunities, CV booster, and getting to actively take part in conversations surrounding sustainability in higher education alongside experts in the field and relevant decision-makers, essentially becoming one of these people yourself.</li> <li>Make efforts to highlight the fact that the handed in CV of the applicant can be completely anonymous, hence avoiding (unconscious) discrimination.</li> </ul>

*Goal 1: Attract a diverse pool of applicants on all fronts for the SvM board.*

Goal Period 1 + 2	Plan of action
Highlight the fact that economic standing as well as domestic location should not factor into the experience of an SvM board member.	<ul style="list-style-type: none"> <li>Maintain a healthy balance between online and offline internal activities.</li> <li>Highlighting the fact that an SvM board year is a partially compensated one, that will never actively cost money.</li> </ul>

*Goal 3: Make the SvM resources more readily available to a wider audience, board.*

Goal Period 1 + 2	Plan of action
Taking a near complete bilingual approach with SvM resources.	<ul style="list-style-type: none"> <li>Making sure that any application, form, report, as well as any other type of document distributed by SvM is available in both a Dutch and an English translation.</li> </ul>

## Financial

Studenten voor Morgen has been in a financially stable position over the past years and it is important to constantly stay transparent about this towards the member associations. Therefore, it is important to continuously have an accessible and accurate overview of the financial situation of the organization. This has thus far been done by making a half year and a year realization which get approved at the General Assembly. For showing an accurate overview in these realizations, it is important that all invoices sent to member organizations, sponsors and partners are paid in time. Therefore, it is important that the invoices are sent in time. Also, to ensure that there is an accurate financial overview at all times, the transactions will be updated in the realization on a monthly basis instead of every six months. In this way, the income and expenses will be monitored more closely, which facilitates easier financial decision-making based on the budget. This will avoid going over budget unknowingly and will give the member organizations the opportunity to always get updated on the financial situation of the organization if they wish so.

*Goal 1: Continuously having an accurate overview of the financial situation*

Goal Period 1 + 2	Plan of action
Continuously having an accurate overview of the financial situation of Studenten voor Morgen, but especially at the beginning of July and January, when the financial realizations are made.	<ul style="list-style-type: none"> <li>Sending out all the invoices in time, so the financial overview in the half year and year realization is as accurate as possible. This means that; 1. All member contributions have to be collected in the first part of the academic year, and 2. The invoices to Leren voor Morgen have to be sent in April and October.</li> <li>Updating all the transactions in the realization on a monthly basis instead of every six months.</li> <li>Making a treasurer overview of what needs to be done when, so things will not be forgotten.</li> </ul>

# External

## Communication

Since the board of '2020-2021' consisted of 4 board members instead of 6 board members, almost no time was spent last year on the communication of Studenten voor Morgen via social media and the website. However, we notice that it is very important to be active via social media and to have an up-to-date website in order to present Studenten voor Morgen as relevant and interesting for new partners and member organizations. We also think that the brand identity needs to be updated to be more applicable for social media and to look more modern than the current. A well-functioning content calendar is also part of this innovative approach to social media and we think that the website needs to be updated.

*Goal 1: Present Studenten voor Morgen as relevant and interesting for new partners and member organizations through communication.*

Goal Period 1 + 2	Plan of action
Present Studenten voor Morgen as relevant and interesting for new partners and member organizations through communication.	<ul style="list-style-type: none"> <li>Post content on social media more often, in line with the innovative brand identity and set up a general content calendar for the whole year. This content calendar should be finished at the end of our board year so that the 2022-2023 board can use it. In terms of content: at least 4 new posts on Instagram, 2 posts on LinkedIn, 2 posts on Facebook each month and 2 story's on Instagram each week.</li> <li>Develop an innovative brand identity that is easier to apply to social media and that looks less old-fashioned. This brand identity must be designed and available in an easily applicable way before February 1, 2021.</li> <li>Completely renew the website in terms of content and design, in line with the renewed brand identity before February 1, 2021. So that the website also gets a modern look and the information about our projects is easier to find and read.</li> <li>Continue to innovate the content on the social media of Studenten voor Morgen to make it more relevant for our member organizations and make it more interactive. by sharing content about and from our member organizations more actively.</li> <li>In our communication we want to remain politically neutral and we have to be careful about promoting specific parties.</li> </ul>

*Goal 2: The external communication of Studenten voor Morgen will be in English.*

Goal Period 1 + 2	Plan of action
The external communication of Studenten voor Morgen will be in English.	<ul style="list-style-type: none"> <li>All social media content for Studenten voor Morgen will be in English.</li> <li>All statutes and house rules must be corrected and translated into English in the board year.</li> <li>Most communication with external partners is currently in Dutch, so for now it remains a must that the new board members can also speak Dutch.</li> </ul>

## Higher education

SvM's aim is to encourage integration of sustainability into Higher Education by providing Universities and Universities of Applied Sciences opportunities to further this inclusion and guide them through the process. To build long term relationships with these institutions and provide them with these opportunities, it is highly desirable to have direct contacts with the employees and volunteers working on sustainability within these institutions. This will be an advantage for the organization as it will allow for us to be more active on the national level and allow for us to be more efficient when conducting initiatives or running pilots which involve two or more institutions at the same time (eg: TAPP pilot). It will also increase the value of the network access that we can offer our member organizations and external partners that want to collaborate with us. Moreover, it will be an advantage for our members as it will give them access to a more active network and receive better support from us if they wish to launch inter-institutional/national projects.

Due to the Executive Board Member in charge of Higher Education stepping down last year, SvM has struggled maintaining this direct contact regularly. As the Board of 2021-22, we believe it is essential to get this back on track and have decided to do so by working on enhancing the value and efficiency of our network and further provide and facilitate opportunities for collaboration with Higher Education Institutions.

*Goal 1: Enhancing the value and efficiency of our Network*

Goal Period 1 + 2	Plan of action
Enhancing the value of our network through the strengthening of SvM's contact with Higher Education Institutions.	<ul style="list-style-type: none"> <li>Taking a proactive stance on behalf of SvM through the re-initiation of contact with these institutions. This contact will start through online communication before moving to in-person/online meetings to re-introduce the organization and ask Higher Education institutions how we can be a further asset to them.</li> <li>This communication will have to be maintained frequently to create a long-term partnership. This will help us create a strong network where we will be able to lobby on behalf of our member organizations in the future.</li> <li>Make an up-to-date document in which the contact details of all higher education institutions in the Netherlands are listed.</li> </ul>

*Goal 2: Provide and facilitate opportunities of collaboration with Higher Education Institutions.*

Goal Period 1 + 2	Plan of action
Studenten voor Morgen will further raise awareness of the assets that collaboration with SvM can provide to Higher Education Institutions and work on facilitating the sharing of opportunities through our Higher Education network.	<ul style="list-style-type: none"> <li>Implementing a proactive communication strategy with Higher Education Institutions where opportunities are circulated to them frequently. This can include participation in projects and pilots offered to us by our partners and organized by SvM and its members.</li> <li>Invite them to our events and provide them with opportunities to network with people in similar positions as them at other Universities &amp; Universities of Applied Sciences. This will be done through SvM participating and taking a pro-active role in facilitating the national Green Offices Coordination conferences.</li> </ul>

# External

## Member organizations

SvM is the student network for a sustainable future in higher education. SvM currently has over 40 member organizations, (an immense growth in the last year), located across 16 cities in the Netherlands. While these organizations may be vastly different, they all work towards the same goal; a sustainable future, in which sustainability is seamlessly integrated in higher education and student life. Through the years, SvM's focus has shifted towards its' own extremely important projects. However, the organization is a network at heart. This upcoming year we wish to bring some of the attention back to this and make the network stronger than ever.

*Goal 1: Making efforts to optimize and personalize the communication with potential and current member organizations.*

Goal Period 1 + 2	Plan of action
Strengthening communication between SvM and its members as well as awareness of SvM and its' perks within its member organizations.	<ul style="list-style-type: none"> <li>• Visit the member organizations at least twice every academic year. This is done by the SvM Student Network board member, assisted by the Green Office coordinator.</li> <li>• Write regulated reports of the visits to the member organizations, as well as health checks of the organization itself.</li> <li>• Maintain a balance between online and offline events.</li> <li>• Always keep the member excel sheet up to date with its' contact information and add information such as the month in which the board transfer takes place, what board position usually keeps contact with SvM, and any other important things for effective communication.</li> <li>• Encourage collaboration between more specific member organization e.g., region based through the creation of specific group chats and workgroups</li> </ul>

*Goal 2: Stimulate impactful initiatives within the network.*

Goal Period 1 + 2	Plan of action
Encourage member organizations to come up with- and share existing impactful initiatives.	<ul style="list-style-type: none"> <li>• Best practice nights: events during which member organizations can share projects and initiatives they are excited about and/or need help organizing. These nights will be held three times a year and will be online.</li> <li>• SvM Hero Prize: an annual sum of prizemoney that will fund one ambitious dream project of a- or a collaboration of one or few of SvM's member organizations. This will either occur during the second general assembly of the year, or will be an addition to de Groene Peper.</li> </ul>

*Goal 3: Revitalize existing and create new platforms created for direct communication between member organizations to enhance networking possibilities and stimulate knowledge sharing.*

Goal Period 1 + 2	Plan of action
Make use of existing communication platforms, and create new ones to fit the needs of SvM's network.	<ul style="list-style-type: none"> <li>• Keep up activity in the WhatsApp member group at least once a month with relevant updates</li> <li>• Reintroduce the shared SvM member google calendar to the member organizations' new boards.</li> <li>• Create a google docs where SvM can share important documents such as GA minutes, summaries of best practice nights, Climates reports, Health check reports and any other helpful documents that can help strengthen the bond between SvM and its' members.</li> </ul>

*Goal 4: Grow the SvM network with 5 new member organizations a year.*

Goal Period 1 + 2	Plan of action
Always maintain one eye on the steady growth of the network.	<ul style="list-style-type: none"> <li>• Actively search for new member organizations and make it clear that this is not solely the task of the Student Network board member, but that of the entire SvM board.</li> <li>• Make sure that the Green Office Coordinator reaches out to all Green Offices who are not yet a member of SvM to them to introduce them to SvM.</li> </ul>

*Goal 5: Expand our network to Aruba, Curacao, and the BES-islands.*

Goal Period 1 + 2	Plan of action
Become the network for sustainability initiatives in higher education of the kingdom of the Netherlands.	<ul style="list-style-type: none"> <li>• Reaching out to known organizations that fit within our niche and introducing them to SvM and its' benefits.</li> </ul>

# External

## Partners and covenants

Apart from our intern network, we are dependent from our extern network as well. We are working together with multiple partners and covenants on different projects & youth participation. This network helps supporting our relevance & expertise among sustainable education.

Goal Period 1 + 2	Plan of action
Expanding our name as an expert on the subjects: sustainability & education	<ul style="list-style-type: none"> <li>• Describing our organization as an advocate of youth participation</li> <li>• Getting, as an organization, more invited for conversations around the subjects 'sustainability' &amp; 'education'</li> <li>• Making the Sustainabul more known &amp; making the Sustainbul team more known as experts around sustainable education</li> <li>• Expanding our partners &amp; extern network to gain more expertise &amp; relevance</li> </ul>

## Financial

Currently, the biggest share of the income of SvM is constituted of the subsidies from Leren voor Morgen and the board grant that we receive from DUO. These sources are enough to cover both the main overhead costs and the projects that currently do not generate income or have a specific sponsor. The income from TAPP, Maatschappelijke Diensttijd and the contribution fees of the member organizations cover the rest of the expenses of SvM. However, in order to let the organization and its projects thrive, we want to find extra sponsors for bigger projects. As the expenses of the past two years were lower because of COVID-19, the reserve on our bank account has grown. As SvM is a non-profit organization, a purpose needs to be found for at least a part of this money. However, we do not want to invest it in something that needs to be structurally done, like for example organizing a bigger award show every year or raising the board compensations. It really needs to be an investment that benefits the organization permanently after spending it, so for example upgrading a website or setting up a new project. Therefore, a goal of this year is to explore options for investment.

### Goal 1: Finding sponsors or funding

Goal Period 1 + 2	Plan of action
Finding sponsors or 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"> <li>• Regain contact with Amber to see if they want to fund the Sustainabul again.</li> <li>• Find financial sponsors for the Sustainabul that can contribute at least €2000 euros together. A part of this extra money will be used to compensate the rankers.</li> <li>• Find sponsors for the DIT that can contribute at least €1000 euros together.</li> </ul>

### Goal 2: Exploring investment options

Goal Period 1 + 2	Plan of action
Exploring options for investment of at least a part of the growing reserve on bank account	<ul style="list-style-type: none"> <li>• Review every project to see where investments options could be.</li> </ul>

# Projects

## SustainaBul

The SustainaBul is our yearly national ranking of higher education institutions regarding their sustainability efforts. By informing people about the performances of the educational institutions, we hope to stimulate the institutions to integrate sustainability more into their education, research and business operations. This is important, because higher education institutions play an important role in the transition to a sustainable society. They have an exemplary role in our society, and should therefore propagate sustainability.

Over the years, the SustainaBul has been constantly adapted and optimized to work towards this goal. The questionnaire gets revised yearly and gets adapted or expanded when necessary. In 2019, the decision was made to not only focus on the ranking, but also on best practices. This was followed by the decision to automatically include all the big higher education institutions in the ranking in 2020. Student participation was also added through letting the students fill in the first round instead of the institutions. After the students have filled in their feedback, there is an opportunity for the institutions to respond to this with additional data or argumentation. This process stimulates knowledge exchange and facilitates conversations between students and employees on sustainability within an educational institution.

The SustainaBul 2022 will build on what has been done in the previous years, while improving the project further. The focus will be on increasing the reach and exposure of the SustainaBul and improving the communication with both the rankers and the higher education institutions.

### Goal 1: Increasing the reach and the exposure of the SustainaBul

Goal Period 1 + 2	Plan of action
Increasing the reach and the exposure of the SustainaBul	<ul style="list-style-type: none"> <li>• Doing research on which other higher education institutions can be included in the SustainaBul 2022 and include them</li> <li>• Regaining the contact with Studiegids.nl of the previous year about publishing the results of the ranking on their website</li> <li>• Publishing the results of the ranking on Duurzamestudies.nl</li> <li>• Sending out at least two press releases in the Dutch press</li> <li>• Staying in active contact with SOS/ GOM International and Climate Students Sweden about a SustainaBul in other countries</li> </ul>

### Goal 2: Improving the ranking process

Goal Period 1 + 2	Plan of action
Improving the overall ranking process, by paying special attention to the quality and comprehensibility of the questionnaire and the communication with rankers	<ul style="list-style-type: none"> <li>• Further improving last year's revision of the questionnaire to increase the quality of the assessment and objectivity of the outcome</li> <li>• Having an online meeting with all the rankers at least two weeks before the ranking starts, in which the SustainaBul, the platform and the way of ranking will be explained</li> <li>• Providing an extra document to the rankers that explains every question in more detail</li> <li>• Providing the rankers with a clear and step-wise example of how to rank a question</li> </ul>

### Goal 3: Selecting a diverse group of rankers

Goal Period 1 + 2	Plan of action
Selecting a diverse group of rankers, ensuring objectivity in the ranking process	<ul style="list-style-type: none"> <li>• Using sponsored instagram adds to ensure that the opportunity of being a ranker is spread under a wide group of people</li> <li>• Asking all participating educational institutions to stimulate their students to be a ranker</li> </ul>

### Goal 4: Improving communication with higher education institutions

Goal Period 1 + 2	Plan of action
Improving communication with and to Dutch higher education institutions about the SustainaBul process	<ul style="list-style-type: none"> <li>• Making a planning that contains strict deadlines, to ensure that all information can be sent to the rankers and educational institutions in time</li> <li>• Sending the first e-mail about the SustainaBul process and deadlines to all the higher education institutions one week before the Christmas break, so they have enough time to prepare</li> <li>• Providing an extra document to the higher education institutions that explains every question in more detail</li> <li>• Stimulate the higher education institutions to let their students do research about a follow-up plan on the results of their own higher educational institution.</li> </ul>

# Projects

## Groene Peper

The Sustainabul will, 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, the Groene Peper was completely online due to the corona virus. In 2022, the Groene Peper will consist of 4 days; the 17th-20th of May. The first three days will continue with online webinars, workshops & speakers. Only the last day, the 20th of May, will be hosted physically at the Hogeschool van Amsterdam. However, on this day there will be a live streaming option as well. The Groene Peper is a very import & relevant project within SvM, because it supports both sustainability as higher education & connects both these subjects with each other.

Goal Period 1 + 2	Plan of action
Increasing the reach of the Groene Peper	<ul style="list-style-type: none"><li>• Making it more known as an individual event apart from the SusBul award.</li><li>• Let the number of participants grow</li><li>• Inviting only 'quality' speakers for the online webinars &amp; workshops, above the quantity</li></ul>

Goal Period 1 + 2	Plan of action
Improving the networking during the event	<ul style="list-style-type: none"><li>• Focusing on networking during the physically event on the 20th of May</li><li>• Inviting interesting people for the Groene Peper the 20th of May</li></ul>

# Projects

## Duurzame Studies

Duurzamestudies.nl was founded with the belief that if we want more students to follow a study that contributes to a more sustainable society it is essential to create an accessible overview of all sustainability related studies available in the Netherlands. Duurzamestudies.nl is the website that will act as a centralized database of all sustainability related study programs in the Netherlands, ranging from bachelor to master education. The website serves as a tool to assist prospective students in making informed decisions when choosing a future study program as well as further our goal of raising awareness on sustainability in Higher Education.

The project was initiated in January 2021. SvM was contacted by Soemano Zeijlmans, on behalf of Goodrise, who had the idea of creating a platform which contains an overview of sustainable study programs. SvM has been asked to be the co-Founder and sponsor of this project. The website became a collaboration between Studenten voor Morgen, Nathan Troost and Soemano Zeijlmans. From January to September 2021, all Universities and Universities of Applied Sciences were asked to submit the studies that they offered which covered the area of sustainability. The website was successfully launched on the 20th of October 2021, showcasing more than 100 programs.

On the long term, we aspire for this platform to grow into one of the most informative and visited sites for students looking into following studies in the area of sustainability. Following its initial launch which exclusively contained studies from Universities and Universities of Applied Sciences, our aim is to expand it to include Vocational Studies (MBO) programs also covering the area of sustainability. Furthermore, we wish to keep expanding the plethora of opportunities available for students parallel to their studies in the Internship Section. This will allow for the website to become a dual use platform and facilitate students' access to both sustainability in theory (educational programs) and sustainability in practice (opportunities & internships).

This can be achieved through implementing a strong communication strategy, maintaining the website content up to date and creating opportunities for collaboration with third parties.

### Goal 1: Growing our outreach and raising awareness about the platform

Goal Period 1 + 2	Plan of action
Following the launch of the website it is essential that we work on increasing its outreach within High Schools, Universities' and Universities of Applied Sciences' student bodies.	<ul style="list-style-type: none"> <li>Create a marketing &amp; communication plan in order to best promote the website. Our target audience for this campaign will be prospective university &amp; university of applied sciences students and third year bachelor students. To make this the most efficient possible we have decided to grow the team with an extra member that will specialize in elaborating and implementing a communication strategy.</li> <li>Launch blog where students can submit their blog posts on a specific topic surrounding education and sustainability. We aim to turn this into a competition where we will publish the best blog posts on the website and through collaborations with sustainable brand be able to give participants a participation prize.</li> <li>Reach out to different media outlets to ensure that Duurzamestudies.nl appears in the press.</li> </ul>

### Goal 2: Maintain the website content up to date

Goal Period 1 + 2	Plan of action
Higher Education Institutions are developing their curriculums on a yearly basis and for the website to keep providing users with accurate information it is essential its information about the available studies is kept up to date.	<ul style="list-style-type: none"> <li>Make sure the website is updated throughout the year in order to stay relevant and useful. The SvM Board Member in charge of Higher Education and Soemano Zeijlmans will bear the responsibility for this task.</li> </ul>

### Goal 3: Creating opportunities for Collaboration with third parties

Goal Period 1 + 2	Plan of action
The website contains an internship and opportunity section that requires frequent updating. To provide relevant opportunities, collaboration with third parties and sponsors is key.	<ul style="list-style-type: none"> <li>Make sure the internship opportunities are updated throughout the year in order to stay relevant and useful. The SvM Board Member in charge of Higher Education in collaboration with Soemano Zeijlmans will bear the responsibility for this task.</li> <li>Further establish partnerships with third parties to provide frequent and qualitative opportunities. These partnerships can also be turned into a source of income for Duurzamestudies.nl in the future.</li> </ul>

# Projects

## Duurzame Studies

DuurzameStudent.nl is an online platform on which articles about sustainability are posted by volunteer students. The articles aim to help other students make conscious choices about their studies, career and lifestyle. We believe it is important to connect students through the exchange of information and inspiration about sustainability. In this way, students stay informed of the latest developments and the sustainable community among students can be strengthened.

DuurzameStudent.nl previously had a reach of an average of 6,000 unique visitors per month, but unfortunately this number has fallen sharply in the past year. Perhaps this is because the platform has been led by only the chief editor for several months now, as no suitable new editor-in-chief has yet been found. It is also necessary to have an editor-in-chief for a well-functioning platform and that a new person is found for this position as quickly as possible.

In addition, we see that the dedication of the writers has decreased. At the moment it is the case that the volunteer writers devise the content for the articles and take the initiative in this. The chief editor and editor-in-chief then help the writer with the writing style and give tips. After the writer's correction, the article will be published. It therefore depends on the motivation of the writers, how many articles are published per month. However, this motivation has declined because the writers currently receive little in return from SvM for the work they do. So this is an important point to pay attention to this year.

A monthly (online) meeting can ensure that the editors get to know each other better and offer them the opportunity to spar among themselves and thus promote possible collaborations. This strengthens the team spirit, which can ensure more commitment from the editors and help them see that they play a valuable role within the platform. This monthly meeting can also ensure that the chief editor and editor-in-chief gain more insight and influence on the amount and type of articles that are published per month. In these meetings they can propose ideas for articles and make a proposal for who wants to write which column that month. As a result, the responsibility for the amount of articles that are published is placed more in the hands of the chief editor and editor-in-chief. Also, a monthly sustainable (sponsored) gift for the editors as a reward would be a good idea to give more appreciation for the work they do.

Since the amount of articles about sustainability that are published online via social media and blogs has increased considerably in recent years, it is important that we continue to innovate with DuurzameStudent.nl in order to remain relevant. A monthly article "The leader of today" could be an example of this. In this article, a student is interviewed every month who has done something cool or innovative about sustainability, such as a graduation project or youth representatives. We could also offer more diversity in content on the platform, such as audiovisual content or a podcast. It is important that the content we publish on DS.nl is a real addition for students and that students know it as the platform on which the latest sustainable developments are posted.

## Editors team

Goal Period 1 + 2	Plan of action
Goal 1: Strengthening the team spirit among the editors	<ul style="list-style-type: none"> <li>Organizing monthly (online or physical) meetings where editors can get to know each other, consult with each other and enter into collaborations.</li> </ul>
Goal 2: Giving more appreciation from SvM to the editors for the work they do	<ul style="list-style-type: none"> <li>Give a (sponsored) sustainable gift to the editors every month as a sign of appreciation.</li> </ul>
Goal 3: Actively look for new editors throughout the year	<ul style="list-style-type: none"> <li>Always display the vacancy for editors on the Studenten voor Morgen website and on DS.nl</li> <li>Share the vacancy for new editors via the social media of DS and SvM every 3 months and mention the vacancy in the newsletter.</li> <li>At the end of boardyear '21-'22 there should be at least 3 active editors and one active editor-in-chief working for DS.nl.</li> <li>New plan of Sprinters (coming soon)</li> </ul>

## Content

Goal Period 1 + 2	Plan of action
Goal 1: Create more regularity and influence from SvM in the amount and type of articles that are published per month on DuurzameStudent.nl	<ul style="list-style-type: none"> <li>Responsibility for the amount and regularity with which the articles are published should lie with the chief editor and editor-in-chief rather than the editors. The aim is to publish at least 4 high-quality articles per month on DS.nl.</li> <li>Organizing monthly (online or physical) meetings in which the chief editor and editor-in-chief gain more insight and influence on the amount and type of articles that are published. In these meetings they can propose ideas for articles and make a proposal for who wants to write which article that month.</li> </ul>
Goal 2: Continue to innovate the content on DuurzameStudent.nl to remain relevant for students	<ul style="list-style-type: none"> <li>Publish a monthly column 'The leader of today' in which a student is interviewed every month who has done something innovative about sustainability, such as a great graduation project or youth representatives.</li> <li>Search for sustainable podcasts or vlogs to collaborate with who are interested in sharing their content on a platform such as DuurzameStudent.nl so that we can offer more diverse content on DS.nl.</li> </ul>

## Rcach

Goal Period 1 + 2	Plan of action
Goal 1: Expand the reach of DuurzameStudent.nl by collaborating with external parties	<ul style="list-style-type: none"> <li>Enter into collaborations with new partners whereby both parties share each other's content on their own social media channels in order to increase each other's reach.</li> <li>Show more initiative from SvM to ensure that the articles that the editors write on DS.nl receive media attention by contacting newspapers and the press.</li> </ul>

# Projects

## Duurzame Introductie Tijd (DIT)

SvM believes that it is important for first-year students to get familiar with the concept of sustainability as they begin their academic career and/or student life. Related to this, introduction activities, including the introduction weeks should become more sustainable as they are big events with the potential of even bigger impacts. By encouraging introduction weeks to organize their events more sustainably, we directly encourage students to host their events more sustainably as well. This past year, the participation in- as well as the organization of the IDT was severely lacking. To revitalize the DIT, the following set of goals have been put into place.

Goal Period 1 + 2	Plan of action
Goal 1: Create a better vision of what has made the DIT as successful as it was in the past	<ul style="list-style-type: none"> <li>Organize a meeting with a past DIT coordinator.</li> </ul>
Goal 2: Find new partners for the DIT	<ul style="list-style-type: none"> <li>Actively search within our network for suitable partners for the DIT.</li> </ul>
Goal 3: Increase the quality of contact between SvM and the introduction-week committees	<ul style="list-style-type: none"> <li>Begin contact with the introduction-week committees as soon as they are appointed.</li> <li>Re-introduce the past common practice of hosting interviews with the introduction-week committees around the month of May. These interviews will act as a way to get to know each other, as well as the first introduction to the list of questions the introduction weeks will be ranked on.</li> </ul>
Goal 4: Refocus promotion of the DIT	<ul style="list-style-type: none"> <li>Post the DIT promotion materials on our pre-existing social media platforms, instead of a separate one.</li> <li>Utilize SvM events with large outreach, such as the Groene Peper, to promote the DIT further.</li> </ul>
Goal 5: Ranking a larger quantity of introduction weeks	<ul style="list-style-type: none"> <li>Creating a structured overview of all introduction weeks in the Netherlands.</li> <li>Taking a critical look at the past requirements for participation in the DIT ranking, with more of a case-by-case approach.</li> </ul>
Goal 6: Increase the quality of the transfer of the project	<ul style="list-style-type: none"> <li>Create a concrete timeline of important dates to ensure optimal communication with the introduction-week committees.</li> <li>Enforcing the importance of frequent communication with the introduction week committees.</li> <li>Introduce a structured division of rolls</li> </ul>

# Projects

## Sustainability Career Event (SCE)

The Sustainability Career Event is an initiative by SustainableMotion, a project office that's specialized in the development and execution of projects that connect talented young sustainable minds with the industry. In 2015 SvM officially joined the team as partners of the event. SCE starts with an introduction at the beginning of the day, during which a representative of SvM also gets the opportunity to speak and introduce the organization. This introduction is followed by a job market, at which many companies looking to recruit are represented. There are also workshops for the attendees, organized by some of the companies present.

Goal Period 1 + 2	Plan of action
Goal 1: Maintain a healthy partnership with SustainableMotion	<ul style="list-style-type: none"><li>Starting contact as early as July, with the goal in mind to have an offline meeting at the SustainableMotion office in Utrecht.</li></ul>
Goal 2: Maintain the active role in the SCE promotion	<ul style="list-style-type: none"><li>Working on the social media strategy which will promote the SCE amongst the SvM network alongside SustainableMotion.</li><li>Make use of our other various promotional opportunities SvM has dispensable, such as Duurzamestudies.nl, Duurzamestudent.nl and the SvM website.</li></ul>
Goal 3: Play a more active role in advising SustainableMotion on suitable companies to participate in the event.	<ul style="list-style-type: none"><li>Set up a meeting with SustainableMotion to discuss the suitability of the recurring participating companies, in addition to recommending possible participants of our own.</li></ul>

# Projects

## TAPP project

SvM supports TAPP in its mission to increase the price of animal-based protein products to create an incentive to decrease consumption of these products, create awareness around their impact, and realize a financial compensation for farmers to encourage them to operate more sustainably. Additionally, SvM believes this could be the push needed to decrease the price of plant-based protein foods, to compensate the increased animal products price, and give another incentive to switch to this alternative, making a plant-based diet the more affordable and accessible option it is meant to be.

SvM believes that higher education institutions have a duty to teach both inside, and outside of the classroom. This means that all aspects of the institution should set the right example for its' students and educate them on important matters. To tackle this, SvM has teamed up with TAPP, Greendish and several higher education institutions to set up the TAPP pilot project. During the pilot SvM will be maintaining contact with the institutions and supplying an awareness campaign especially targeted towards educating students on what TAPP is and what the effects of its' implementation could lead to. In the future iterations of this pilot, SvM will maintain an active advisory role, as well as aid Greendish in the collecting of customer satisfaction data.

Goal Period 1 + 2	Plan of action
Goal 1: Maintain strong communication with TAPP and Greendish	<ul style="list-style-type: none"><li>• Appoint a primary contact to have monthly meetings with TAPP and Greendish.</li></ul>
Goal 2: Make data collection more efficient	<ul style="list-style-type: none"><li>• Include member organizations in the data collection process.</li></ul>

# Projects

## Climates / Groene Pint

It is important to reach students outside of the sustainability bubble and promote sustainability within student organisations. This is why SvM decided to establish a platform for student associations to help them bundle their strengths and tackle sustainability issues within their organization. An online platform in which student associations can share knowledge and support each other in making sustainable changes. There will be 3 yearly events as well, during which shared obstacles in enhancing sustainability will be discussed.

The original set-up of CliMates was contrived in board year of 2019-2020. Their idea behind CliMates was to reach students who net 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.

Due to the Covid-19 restrictions in the board year of 2020-2021, it has not been possible to have events in person during this board year. The board of 2020-2021 have decided not to include the study associations in the CliMates platform for now. We will continue with this vision. 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. We will also 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.

Together with the other parties LKvV and Groene Pint, the board of 2021-2022 however decided to not launch the CliMates platform but to do continue the collaboration. CliMates is not the right name for this network, because we think there are already to many existing institutions by that same name. Additionally, the Groene Pint has already a lot of information & expertise they can expand under their name. This is the reason the board of 2021-2022 decided, because it is also a bit out of our niche as organization, to financially support the Groene Pint & continue organizing workshops for instance, but not launch a whole new platform. Concluding: the idea behind the CliMates platform doesn't change, only our role (less active) & the name (Groene Pint X Studenten voor Morgen X LKVV).

Goal Period 1 + 2	Plan of action
Establishing and launching the online platform and making sure as many student organizations as possible join the Network	<ul style="list-style-type: none"> <li>• Launching a website for Groene Pint</li> <li>• Together with LKvV and Groene Pint, decide on the content of the online platform.</li> <li>• By making use of the LKvV network, inform all student associations about the platform</li> <li>• Explore the possibilities to organise three events</li> <li>• Set up a promotion campaign and manage and initiate interaction on the platform</li> </ul>
Evaluate and expand the network	<ul style="list-style-type: none"> <li>• Evaluate the first months of the network together with LKvV and the Groene Pint.</li> <li>• Start making plans for a standard amount of three events a year, organised through the network. (LKvV Societsdag, Groene Pint awardday + one additional network day).</li> </ul>

# Projects

## Sprint

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. The SPINT periods for the board year of 2021-2022 will take place from the first of October till the first of February & from the first of February till the first of June. Every period, six volunteers will work on projects such as the socials of SvM, CliMates & Duurzame Studies. We believe that it is important for young people (around 16-26 years) to volunteer and be involved in organizations as SvM. Collaborating with NJR and CNV youth we are in the lead of this project, and have six volunteers appointed to SvM will help with projects that contribute to sustainable higher education.

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

# Projects

## Circular Skills

Our world and our society are changing and we have to create system change to make different, interdisciplinary transitions for a more sustainable world. To do so, young people must be supported by their education with the right equipments for knowledge, skills and attributes to fulfill these transitions. What is important for the future of tomorrow, changes every day. This is why education should be flexible and innovative with teachers with the best circular skills and knowledge. We wonder; what do students want? How would they want to see their education? Do they think their education prepares them for the transitions we have to make or for the jobs they want to fulfill?

Together with Leren voor Morgen and the Jonge Klimaat Beweging, SvM is going to get an answer on these questions. We want to give young people a voice in the innovation of education.

Goal Period 1 + 2	Plan of action
Reach as many young people in the MBO, HBO & VWO to give their opinion about their education.	<ul style="list-style-type: none"><li>• Making use of the networks of SvM, LvM, JKB &amp; JOB MBO.</li><li>• Giving guest lessons on education institutions to collect the opinions.</li><li>• Creating a game together with the Sustainability Games that students can play to give their opinion.</li><li>• Contract a project coordinator whom is going to help us reaching the students.</li></ul>
Reach a lot of people with the information conceived & giving a voice to young people.	<ul style="list-style-type: none"><li>• Writing a white paper as an advise document for the government &amp; education institutions with action points.</li><li>• Starting a media campaign to get attention among national media &amp; politics.</li></ul>

# Networks

## Leren voor Morgen

Leren voor Morgen (LvM) has been a long-time partner of SvM. Every year a new board member takes place in the board of LvM as well. The SvM board member will represent the '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 organization by introducing different and young perspective on matters. We receive a (relatively large) fund from LvM on a yearly basis and want to continue building our relationship with this party. LvM represents every level of education in the sustainability world, in which SvM has the expertise on higher education. We collaborate where possible and have the mutual aim of integrating sustainability into education.

Goal Period 1 + 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"> <li>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</li> <li>Make clear to the successor that it is not just a network group, but board seat on the LvM board comes with responsibilities</li> <li>Prioritize the Chair of SvM as board member for LvM.</li> </ul>
Improving the relation between LvM & SvM	<ul style="list-style-type: none"> <li>Contributing to the election of 'Sustainable Lector of the year' and the 'day of sustainability in education'.</li> <li>Working together in more projects / networks with LvM and keeping the board of LvM up to date about the developments within SvM</li> </ul>

## Groenpact Jongerenplatform

Groenpact Jongerenplatform is a newly developing youth platform that aims at giving a voice to youth working for a healthy, fair and transparent food and farming system, including appropriate education to reach this. The platform will be actively and structurally involved in issues and projects of both Groenpact and its partner organizations. This is important, because through the platform, the ideas, knowledge and considerations of youth about the future of our food and agricultural system are taken into account by the government, educational institutions and the business community.

Slow Food Youth Network (SFYN) is taking the lead in this project and has received funding from the LNV to establish the youth platform. SvM has been asked to be one of the youth organizations that is a part of the platform. The other organizations in the platform have a narrower focus on the scope of the ministry, but SvM can make the link between these topics and the educational system. However, as this link is not always very straight-forward, it is important to constantly evaluate the development of the platform and link it to the mission and vision of SvM.

Goal Period 1 + 2	Plan of action
Continuously evaluate the development of the platform in relation to the vision and mission of SvM and find out what role to play within the project	<ul style="list-style-type: none"> <li>Continuously assess what the role of SvM is in this group and link the discussed topics to education.</li> <li>Keep open communication with the other organizations concerning the role of SvM in the group and the suitability of the involvement.</li> </ul>
Enlarge the work group behind the platform by including more youth organizations in the thinking process	<ul style="list-style-type: none"> <li>Discuss with the other organizations which characteristics organizations need to join the work group.</li> <li>Look within own network to see which organizations would be fit to join the work group.</li> </ul>

# Networks

## Youth Environment Europe (YEE)

Since the start of the academic year of 2020-2021, SvM has become an official member of Youth Environment Europe. YEE is an organisation focused on sustainability initiatives by young people, and representing them in national, European and international contexts. Studenten voor Morgen is their first Dutch member. This means we are responsible for representing the Netherlands in their network, joining their events & projects and including YEE in Dutch initiatives where we can. 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. This platform allows for us to promote our events and ask them to endorse our pilots, petitions etc (eg: TAPPC petition). Their GAs take place during weekends and occur three to four times a year. At the GAs, we have the opportunity to hear from all the other member organisations, share best practices, network and brainstorm on current environmental initiatives. Some of their member organisations have expressed interest in introducing a version of the SustainaBul in their countries, which has great potential. This would allow us to expand our ranking methods throughout Europe and to increase our outreach with foreign organizations with similar mission statements. Though our focus continues to be national, this 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 & more involved at a European level.

*Goal: Make full use of the YEE platform*

Goal Period 1 + 2	Plan of action
Making adequate use of all that YEE and their members have to offer.	<ul style="list-style-type: none"> <li>Attend YEE GA's as well as the workshops and events that they host to broaden our networking opportunities and share knowledge with other YEE members</li> <li>Work with them to find organizations that could help us expand the SustainaBul to other European countries.</li> <li>Work with them to find sources of funding for projects that we wish to expand at european/international level (eg: SustainaBul).</li> </ul>

## VVM

VVM is the national network of professionals in the environmental sector, and each year one of the SvM board members takes up the position of ambassador for the network. The VVM started with ambassadors three years ago, as the network was struggling with attracting young people to join it. The ambassadors are usually board members of sustainable study associations, and their main task is to promote the VVM network and its activities amongst their own student network. In return, the associations providing the ambassadors receive a yearly financial compensation and a small compensation per new member that joins the VVM through that association.

The VVM is divided into different sections and for the past years the SvM board member would become active in the section VVM Jong (Young). However, as VVM felt that the section was continuously busy with the introductions of new members and not so much with organizing actual activities, they decided that the ambassadors would be spread out over the other sections instead of joining VVM Jong. As most of these sections are not related to either higher education or students, the link of the ambassadorship and the mission and vision of SvM is fading a little bit. Therefore, the partnership with the VVM needs to be re-evaluated. If the partnership is still judged to be useful, adjustments have to be made to the partnership to ensure that both parties get the most out of it.

*Goal: Re-evaluating partnership with VVM*

Goal Period 1	Plan of action
Re-evaluate the cooperation with VVM to see where we can improve the partnership	<ul style="list-style-type: none"> <li>Meet up with our VVM contact person and discuss whether both of our expectations of the partnership were met in the past year. If this is not the case, steps should be discussed that ensure that the expectations from both sides will be met in the future.</li> </ul>

*Goal 2: Clear agreements*

Goal Period 1	Plan of action
Making clear agreements about the partnership with VVM and make sure they are adhered to from both sides.	<ul style="list-style-type: none"> <li>Renew the contract with VVM, in which expectations are described more clearly and strict requirements are set.</li> <li>Make a yearly planning that indicates the expectations from both sides, so they will not be forgotten.</li> </ul>

# Networks

## ISO

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 issues 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 Period 1 + 2	Plan of action
Continue being a partner in the ISO covenant & actively contribute to this network.	<ul style="list-style-type: none"> <li>• Always have a SvM board member participate in the ISO covenant meetings</li> <li>• Actively participate in the agenda of the meetings</li> <li>• Keep in touch with the other covenant partners</li> <li>• Keeping the relevance of SvM participating in the ISO covenant for the other organizations.</li> </ul>

## Aandeelhouders van de toekomst

Aandeelhouders van de toekomst is an umbrella-organization initiated by past SvM chairperson, Nikki Trip, consisting of Studenten voor Morgen, Jonge Klimaatbeweging, Fridays for Future, Youth for Climate, the LSVB and FNV Young & United. The aim of the organization is simple; to get the youth involved in conversations regarding the future, alongside those in charge who are actively influencing the future right now. In the past, Studenten voor Morgen has taken an active role in the set up of the organization itself.

Goal Period 1	Plan of action
Actively support the goals of Aandeelhouders van de toekomst.	<ul style="list-style-type: none"> <li>• Attend monthly meetings, as well as share any initiatives by Aandeelhouders van de toekomst.</li> </ul>

## SOS International

The SOS International network actively works to connect, strengthen, and scale impactful initiatives. Practically speaking, SOS is the international version of YEE (strictly European). After regaining the membership to the network, SvM wishes to make use of- and contribute to the network to its' fullest extent. In the future, this will entail attending the SOS International meetings to find new projects to add to SvM's own portfolio, and hopefully collaborating with international organizations with whom SVM shares its' vision.

*Goal 1: Share projects with the SOS International network that SvM believes could be scaled up and/or made international.*

Goal Period 1	Plan of action
Make the resources of SvM projects readily available to be shared within the SOS International network.	<ul style="list-style-type: none"> <li>• Write English versions of the project transfer documents with containing all relevant information regarding the setup of the expandable projects (e.g. the Sustainabul and the DIT).</li> </ul>

## J4

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. This will enable collaborations and support. Six-weekly meetings are organized 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 organizations, or to reach out and ask questions.

In 2019, the J4 worked on a platform (deOnderwijzer) 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 is still relevant in case we want to collaborate with these organizations for another project in the future.

Goal Period 1	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"> <li>• Initiating six-weekly meetings.</li> <li>• Actively using the J4 WhatsApp group</li> <li>• Keeping up the group spirit by initiating, offline meetings (and drinks) now and then.</li> </ul>

# Networks

## 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 (± 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 Period 1 + 2	Plan of action
Being an active member of the Coalitie-Y network.	<ul style="list-style-type: none"> <li>• have an SvM board member attend the meetings around sustainability &amp; education &amp; actively participate in the meetings.</li> <li>• keep in touch with the other organisations that are part of the Coalitie-Y &amp; the people behind Coalitie-Y to maintain the relevance of SvM as a partner.</li> </ul>
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"> <li>• Use the SvM member WhatsApp &amp; the GA's to inform them about the topics of discussion the Coalitie-Y agenda and ask whether they have any specific input or whether someone would like to join the meeting</li> </ul>

## Climate Students Movement

The Climate Students Movement is an international network of national and local student groups and organisations committed to making higher education more sustainable. The Climate Student Movement was founded in 2020 by Climate Students Sweden and Climate Students groups in Kenya, Singapore and the UK. CSM believes that students can initiate change within schools and universities. To enable this, they developed a global campaign entitled #ActOnYourClimateScience. It involves an international frame work with carbon zero targets and a ranking. This campaign is led by their coalition of student organisations and coordinated by national coordinators. They will develop an international student-led climate action ranking for HEIs. Currently, there are several such national rankings which will be referenced in creating the international ranking. This ranking aims to pressure HEIs to measure all of their emissions and improve their sub-targets and action plans every year. It would also be a useful tool that students can use when deciding where to study. Because this ranking fits well with SustainaBul ranking and the goals we have for the future of this project, we want to become part of this campaign and the international ranking.

Goal Period 1	Plan of action
Being an active member of the Climate Students Movement.	<ul style="list-style-type: none"> <li>• Always have a SvM board member participate in the CSM network meetings</li> <li>• Help CSM find a coordinator for the Netherlands for the campaign #ActOnYourClimateScience.</li> <li>• Actively contribute to the content of the international ranking that is part of this campaign and maintain contact with other organisations that organise a sustainability ranking for higher education institutions in other countries.</li> </ul>

# Concluding Remarks

## Concluding remarks

All in all, a lot of work still has to be done. We are looking forward to 2022, with hopefully more physical events to attend and to organize. We are looking forward to strengthen our internal & external network in 2022, but overall; to strengthen our organization. For more questions or discussions, you can always contact us at the following e-mail: [info@studentenvoormorgen.nl](mailto:info@studentenvoormorgen.nl). Thank you for reading our organizational strategy of 2022!

