



STUDENTS4SUSTAINABILITY

Policy Plan 2023/2024

1 Introduction

To ensure our board year runs smoothly, it is important all members are on the same page. This can be achieved through the use of a policy plan, a document which outlines our mission, rules, organisation and other aspects of the guidelines our board plans to adhere to.

This document will be the policy plan of the seventeenth board of Students4Sustainability (abbreviated as S4S), wherein each chapter represents a different goal. The second and following chapter (2) explains the missions and visions of this years' S4S board. The third, Chapter 3, will describe how the board will function as effectively as possible this year. The following chapters 4, 5 and 6, refer to projects, activities and the brand awareness of S4S. The financial aspects will be described in Chapter 7 with the goals for collaborations, partnerships and acquisition detailed in Chapter 8. Concerning our preliminary year plan, look in Appendix ??.

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2 Vision and Mission

2.1 Vision

The vision of Students4Sustainability is to provide (technical) students, both nationally and internationally, with inspiring, optimistic, yet critical information on a wide range of sustainable topics. Students4Sustainability aims to promote sustainable initiatives led by (technical) students by offering financial and informational support for intercultural and multidisciplinary foreign projects.

2.2 Mission

The mission of the 17th board is to focus on informing and guiding students interested in sustainability whilst providing financial support to their or others' projects abroad. Additionally, we will try to inspire students in the field of sustainability through a diverse range of activities, as sustainability can be applied across such a wide spectrum.

Further, the board will aim to enhance the brand awareness and scope of Students4Sustainability. To achieve this, we intend to elevate our level of professionalism and make Students4Sustainability known not only for our well-organised activities but also for the financial support we can offer to projects.

2.2.1 Explanation of the Spectrum of Sustainability

As described above, we see sustainability as a spectrum that can be implemented on multiple disciplines and levels. From individuals, to large companies, to the small local stalls; to achieve a truly sustainable society, sustainability must be implemented at all levels of these broad systems. The spectrum is visualised in figure 1. The activities organised by S4S will be placed on this visualisation later in this document.

S4S is keen to act on all aspects of the spectrum, i.e. both broadening and deepening activities, as well as both small-scale and large-scale activities. We believe we can make the most impact this way, as we can reach broad target groups and provide more audience-fitting information.

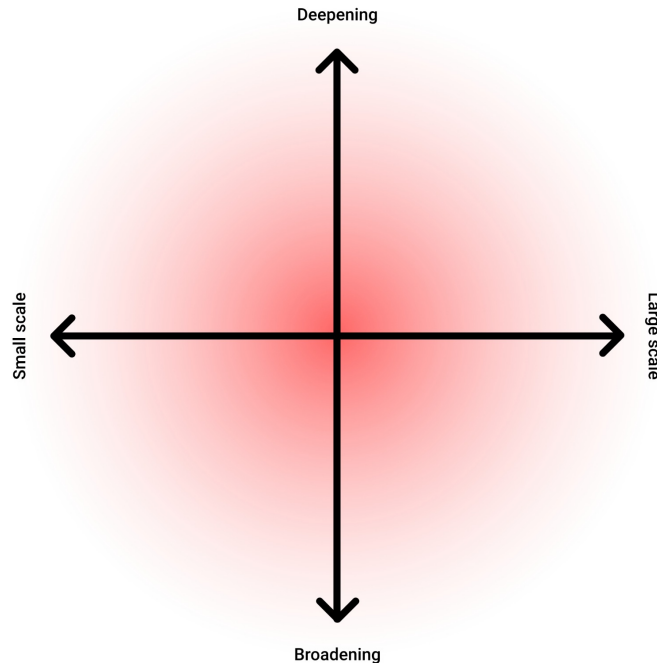


Figure 1: Spectrum Sustainability for Activities

3 Board

This chapter touches on how we, as a team, will function effectively in the coming year. We outline when and how often we will hold meetings, work at the office and evaluate the previous week(s).

3.1 Board members

The members of the seventeenth board each hold specific roles. The names of the board members and their respective positions are presented in Table 1:

Name	Function
Jesse Bregman	Chairperson
Merel van Tienen	Secretary
Katrijn van Reeuwijk	Treasurer
Eliane van Bortel	Commissioner of Projects
Sophie ten Bosch	Commissioner of Activities
Falko van Tilburg	Commissioner of External Relations

Table 1: Names and functions board members

3.2 General Regulations

The following guidelines are adhered to by the 17th S4S board to ensure a positive, productive and professional working atmosphere.

1. A compulsory in-office day will be held every Tuesday from 9:45 AM to 5:00 PM.
2. Every Tuesday morning will begin with a Board meeting at 10:00 AM.
3. The above mentioned working days and meeting will be evaluated at the end of each quarter and can be changed accordingly.
4. Board members are expected to be punctual with a grace period of 5 minutes.
5. If a board member is late, it will result in a tally mark. For every 15 minutes they are late (e.g., 10:15 AM, 10:30 AM, etc.), the board member will receive a tally, with a maximum of 5 tallies per day.
6. If a board member accumulates five tallies, they are required to plant a tree at their own expense.
7. If a board member accumulates ten tally marks, they will have an evaluation meeting with the rest of the board and/or the chairman.
8. In case of absence, board members have until Sunday evening to report this in the shared calendar and until the preceding Sunday to report it to the group.
9. Each board member is expected to schedule their work mornings/afternoons in the calendar by Sunday night for the upcoming week.
10. Each board member is expected to dedicate between 15 and 20 hours per week to S4S.

3.3 Regulations on Team Building and Evaluations

The following guidelines are maintained by the sixteenth S4S board, to ensure quality feedback and evaluations.

1. Feedback is given with the aim of improving the functioning of the board and its members.
2. An anonymous evaluation of the board's performance will be conducted every quarter. Feedback will be anonymously provided to a board member (not the chairperson). This board member will identify common themes in the feedback and bring them to the meeting.
3. The responsible board member for the quarterly evaluation will be chosen by the chairperson. A different board member should be chosen each quarter.

4. The team shall strive to provide constructive feedback.
5. The team and individual board members shall strive to be open to feedback.
6. The team will eat together after each meeting, on a social ground. This will contribute to the team building.
7. During the first and sixth week of each quarter, the board will undertake an outing together. The chairperson is responsible for organising this.

3.4 The Role of the Chairperson

The chairperson has several organisational duties, including overseeing the schedule and preparing meetings (alongside the secretary). Additionally, the chairperson is always responsible for maintaining a healthy working environment. We define a healthy environment as one where everyone feels comfortable expressing themselves, conflicts can be resolved and attention is paid to the feelings and/or personal lives of individual board members. The chairperson should not only be aware of everyone's roles within S4S but also the emotional well-being of the board members.

4 Activities

For us, sustainability is primarily about learning how to go through life without negatively impacting the planet. With this in mind, we intend to organise activities that not only inspire students to do so but also demonstrate how it can be done in an enjoyable and sustainable manner. Our focus this year lies on society's excessive consumption behaviour, such as fast fashion and food waste. Various topics will be addressed in both major and minor activities. These activities will be conducted in English to make them more accessible to interested international students.

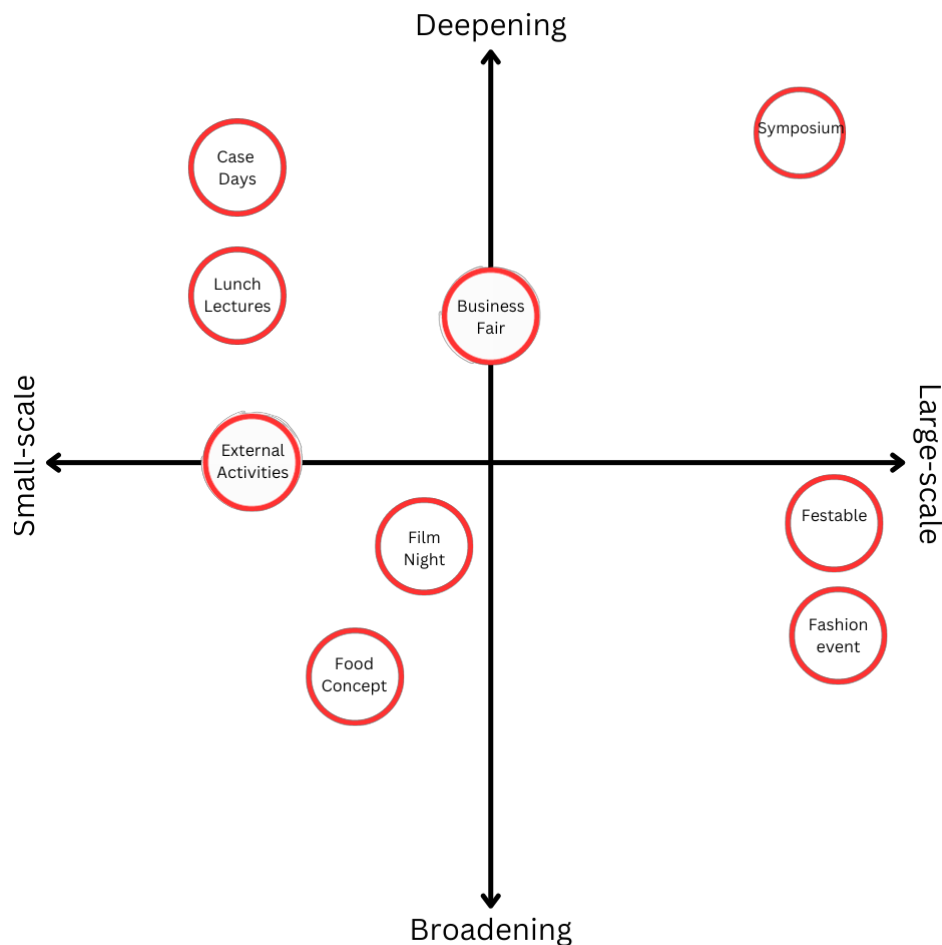


Figure 2: Activity spectrum

Sophie, as the Commissioner of Activities, will have primary responsibility for all activities organised by the board and will appoint someone to assist her with each activity. Members of the S4S board will reach out to the committees from the previous year for every committee they coordinate (QQ) to provide an opportunity to pass on "tips and tops" to the next committee.

4.1 Small-scale Activities

Smaller activities provide a more intimate connection between students and sustainability. They are also a straightforward and accessible way to increase our brand awareness within the student community. This year, we plan to organise the following small-scale activities: a film night in Q1, a lunch lecture in each quarter, and one external activity per semester.

4.1.1 Film night

One of the first activities of the new board is the film night. For this, we will select a film or documentary that inspires students to live more sustainably. After the screening, we aim to initiate a group discussion on-site for those interested in discussing the film and creating space for debate. We hope that the film night can take place at the Lumen cinema, as they are known for showcasing a diverse collection of films, and Lumen is a small enterprise operated by volunteers. Additionally, they have a beautiful and intimate cinema space, making them the ideal partner. Katrijn will share responsibility for this, and it will occur in Q1.

4.1.2 Lunch lectures

This year, we aim to conduct a lunch lecture in each quarter. The lunch lectures will primarily target students who have a deeper interest and knowledge in sustainability and wish to delve into more advanced sustainable topics. The guest speakers and locations will be determined later, but we want them to have an overarching theme of overconsumption. Falko will share responsibility for the lunch lecture in Q1.

4.1.3 External Activities

Outside of S4S, there are already many events organised related to sustainability. We want to organise a trip for a group of students once per semester to participate in such events. The specific activities are yet to be determined, but they could include exhibitions focused on fast fashion or food waste.

4.2 Large-scale Activities

Major activities contribute to expanding knowledge and raising the brand awareness of S4S. This year, we intend to organise the following three major activities: a business fair in Q3, a fashion event in Q4, and a cooking competition in Q4.

4.2.1 Fashion Event

Last year, the fashion event was unfortunately cancelled. This year, we aim to bring it back even bigger than before. We've noticed that this event already has substantial support among students in Delft and serves as an approachable way to introduce sustainability. The clothing industry encompasses various aspects such as durability and mass production. This year, we plan to add depth to the event by including an upcycling workshop and competition. We envision organising a fashion show during Festable's DJ contest, where a short informative film will be on repeat to highlight the educational aspect of the activity.

As S4S also wants to showcase a different, positive side of the fashion industry, such as the growing popularity of vintage/second-hand clothing, we intend to collaborate with KiloKilo to organise a vintage clothing market. The idea is for this to take place in Q3, and Jesse will share responsibility for it.

4.2.2 Business Fair

Following the success of last year, we plan to organise another Business Fair. This event provides students who aspire to have sustainability-focused careers with the opportunity to connect with sustainable businesses. The Business Fair is a valuable addition that inspires students for career opportunities at sustainable companies and startups. It also enables us to reach a wider audience. Last year, the S4S Business Committee contributed to the organisation of this event for the first time, in addition to its regular case days.

During the event, sustainable companies and startups are invited so that they can recruit new people and increase their brand-awareness among students. By collaborating with various faculties at TU Delft, we promote the interdisciplinary aspect of our vision and expand our reach even further. Faculties can also play a role in connecting with these companies/startups, along with channels like YesDelft! and the Business committee itself.

This year the S4S Business committee will again assist with the organisation of the fair or, potentially, take over the entire event. This approach has been chosen because the Business committee primarily consists of students who are further along in their studies to give them more experience, however, this does mean they are likely to find it challenging to balance the committee with their studies. The event will take place in Q3, and Falko and Katrijn will oversee the organisation in possible collaboration with S4S Business.

4.2.3 Food Concept

The vegan cooking competition last summer was another success, but it was too expensive for what we wanted to achieve. Food is a significant theme within sustainability, and more and more students are interested in it and want to learn more about it. This year, we will try to promote the food aspect

of sustainability to students in a yet-to-be-determined way. Jesse will assist Sophie, and the event will take place in Q4.

4.3 Activities by Committees

Our committees also organise activities of various sizes. Symposium organises an interactive symposium in Q3, Festable hosts a sustainability festival, the Groene Pint conducts a sustainable workshop and competition for student associations, with an awards ceremony in Q4. The Business committee arranges a case-day, in-house day, or other activities every quarter. Committees will be invited to participate in these events. The interest gatherings for our committees will take place on September 26 and 27. We have reserved the Common Room for this purpose.

4.3.1 Symposium

Unlike in previous years, the symposium will take place in Q4 as the auditorium was fully booked for Q3. Last year, the symposium returned to being held in person after two years when it was not possible due to COVID-19 measures. This made coming together physically an even greater aspect and we are glad to assume it will be possible again in this coming year.

To enhance interaction among attendees, we want to focus more on in-session discussions. These discussions can be facilitated in multiple ways, such as through panel discussions or by presenting specific statements to the audience. The emphasis on interaction aligns with our mission to not only inspire but also activate our visitors.

With our mission in mind, we also aim to reach a broader audience. Although the event is primarily aimed at students (both in and outside Delft), we also encourage attracting non-student attendees. We also plan to host the symposium in English to reach an international audience, whilst also live-streaming the event in the form of a webinar for people who want to join from abroad.

This year, we will once again strive to assign an interesting and innovative theme to the symposium to set it apart from other symposia. The goal of the symposium is to create an evening or day with various inspiring, informative, and motivating lectures to educate visitors about sustainability. The committee will have the freedom to brainstorm and choose a creative theme and format.

For the symposium, a committee of six individuals will be established. This committee will be supported by Merel and Eliane from the S4S board. The committee roles are described in the symposium's hand-over doc, but the committee will have the freedom to organise these roles according to their preferences. The committee will also have creative freedom in shaping the symposium, with QQ'ers playing a primarily supportive role.

4.3.2 The Green Pint

The goal of De Groene Pint/ The Green Pint is to make student associations more sustainable through a competition. Unfortunately, it has somewhat gone under the radar in recent years, so this year, the focus is on making the event more widely known in order to attract more associations.

This year, the Green Pint committee will also write feedback reports for all associations so that new leadership teams know what to focus on. In the second quarter, they will begin recruiting new associations to ultimately involve all associations affiliated with the LKvV (Landelijke Kamer van Verenigingen) in the competition. They are also starting acquisition efforts for prizes, the year-end awards ceremony, reviewing the questionnaire critically and making necessary adjustments.

In the spring, a sustainability gathering will be organised in collaboration with Studenten voor Morgen (SvM, Students for Tomorrow) (for which SvM is responsible). The aim is to bring associations together, highlight the importance of a sustainability committee, and promote the sustainability handbook. During the LKvV sociëteit day, the committee will prepare a workshop where associations learn from each other. The second half of the year will primarily focus on reviewing, visiting associations for interviews, and organising the awards ceremony. This event is often hosted by the association that won the previous year. W.S.V. Ceres has already expressed enthusiasm for hosting the awards ceremony. The Green Pint committee will consist of six individuals. This year, the committee will be supported by Sophie and Katrijn. The hand-over doc will be adjusted to reflect the current vision of De Groene Pint and its new responsibilities.

4.3.3 Festable

Four years ago, Festable was established to engage a wider audience in a straightforward and enjoyable way with sustainability. This is in line with our vision and is also a means to connect more people with S4S. The Festable event last year did not run as smoothly as in previous years. The biggest issue this year was the low turnout, resulting in a financial loss.

This lower turnout may have been due to the high number of events taking place in the same period, as many associations had anniversary celebrations. For the next edition, we want to attempt to turn a profit and increase attendance.

With the experience from last year, it seems highly possible to increase the number of attendees compared to the previous year. Last year, the Festable DJ contest took place again. It was a choice for the committee last year, but we aim to make it a recurring event. It served as a fun practice for the committee, provided promotional value, and ensured that the festival doesn't occur too late in the year.

For the organisation, we are seeking a committee of seven students, one more than previous years in order to put more hands on acquisition, supervised by Merel and Jesse. In previous years, a hand-over

doc was created containing information about the festival, as well as the different parties contacted last year with potential for collaboration. The event is currently scheduled for Q4, with the final date determined in consultation with the committee and venues.

4.3.4 Business

In the upcoming year, we aim to retain and expand the now four years old S4S Business Committee on a larger scale than done previously. The goal of this committee is to bridge the gap between sustainability-focused, technical students and sustainable or sustainability-oriented businesses. Do note, that we also approach companies that are not yet sustainable yet aspire to be. During our events, students can come into contact with these companies to offer internships and other opportunities. As most require a higher professional level, these events will primarily target final-year bachelor's and master's students.

Throughout the year, the committee will organise various activities, with a case day already organised in Q1 by last year's Business Committee. This is because the last group found that there was insufficient time to plan a successful case day when just starting, hence we will also ask this year's Business Committee to plan a case day for Q1 in 2024. The Business Committee will organise at least one case day, field trip, business dinner, or in-house day in each period. They have the freedom to shape these events according to their preferences. S4S Board 17 sees potential in involving smaller sustainable consultancies and other companies, such as those associated with YesDelft, to organise such a day. For instance, a dinner could be organised with smaller startups to introduce students to these smaller businesses. Additionally, the committee can assist in organising the Business Fair.

The specific content of the events will be determined by the committee, but under the guidance of the QQ'ers (contact persons). The Business Committee may also explore a collaboration with GreenTU for The Green Maze. The event Second2Startup, established three years ago in collaboration with AIESEC, was integrated into The Green Maze last year. It is an event where five different sustainable startups compete against each other. The committee will consist of a group of six students. Because this is a more professional committee, we will seek older students with (relevant) committee experience. Since the target audience of this committee is final-year bachelor's and master's students, the committee members themselves will also fall within this category. Falko and Katrijn will assume the QQ role and, therefore, hold ultimate responsibility.

5 Brand awareness

This year, the focus will be not only on promoting but also recruiting more projects with a clear, lasting impact. To achieve this, contact will be made with various master's programs at TU Delft to inform students about what S4S can offer. Eliane will be responsible for this. Our events will primarily be promoted on social media, and if applicable, also for an event of the relevant committee. In addition to social media, we will also utilise various channels, including screens on faculties at TU Delft, to expand our reach.

5.1 Social Media

Instagram and LinkedIn will be used intensively this year, with an additional focus on the consistent use of LinkedIn. The Facebook account will remain active but won't be used extensively since students rarely use it. If there are events in which we want to engage Delft residents, Facebook can be used to reach them. This year, the intention is to spotlight the projects to raise this aspect of S4S to greater prominence. This will be done, among other things, by giving more attention to them on Instagram and at the project market. Instagram can be perceived as addictive by users, which may lead them to delete the app. Therefore, we want to promote the S4S WhatsApp group more to share our weekly updates not only via Instagram.

5.1.1 Branding

S4S 14 has created templates for creating stories and other content on social media. We will use these templates this year as well to maintain social media as professional and consistent as possible. However, this year, we will make the posts more attractive. This will be done by reducing the amount of text, adjusting the branding, and giving the photos used more prominence. This branding will not need to be used for promotional materials of committees as they are responsible for this themselves.

5.1.2 Instagram

Students will be kept informed of events, interest drinks, and other updates via Instagram. To ensure consistent posting without spamming, there will be a tight schedule for posting stories and posts. This will lead to more interaction with the content, achieving a broader reach and therefore greater brand awareness.

This year, a vegan recipe will be featured in the story every other week. This provides followers with an accessible way to learn more about sustainable cooking. This approach doesn't accuse people of not being sustainable but instead offers them a way to take that step. This is an important part of our vision, and it is essential to reflect it on Instagram. Merel will be responsible for this.

Along with this, a sustainable initiative will also be highlighted in the story every other week. An

initiative can be a startup, innovation, or plan related to the SDGs (Sustainable Development Goals). With this, we hope to inspire followers. Before the meeting, a board member will be designated to find an initiative. Jesse is responsible for appointing the board member, and Merel is responsible for posting the story.

Merel is in charge of Instagram. The rest of the board will assist in providing photos, text, and other information. The board member responsible for providing content depends on the nature of the post, for example, Eliane will provide everything needed for posts about the projects and Sophie some of the activities. If there are specific posts that could benefit from extra attention, money can be allocated to promote them. In recent years, this has had a clearly positive effect. These posts include those related to events, committees, and projects. Updates from projects and promotions of events will be coordinated, with Merel responsible for creating a promotional plan.

5.1.3 Give-away Contests

Give-away contests will primarily be used to increase brand awareness. When our followers share the contest on their own accounts, we can reach many new people. Additionally, it's a good way to connect with companies for potential future collaborations. Falko is responsible for finding companies for the contest.

5.1.4 LinkedIn

LinkedIn was underused in the past year, but it's an important platform for S4S's professional image. Effective and consistent use of LinkedIn makes it more attractive for companies to collaborate. Since this year, we aim to attract more projects; using LinkedIn effectively can help to put S4S on the map for these projects. Merel is responsible for LinkedIn.

5.2 Website en Newsletter

The website was updated by S4S 13, and little to no changes will be made to it. Eliane will be responsible for the projects on the website, and Sophie is responsible for the activities. Ultimately, Merel is responsible for overseeing that projects and activities are regularly updated on the website. In addition, at the end of each quarter, a newsletter will be sent out. This newsletter will include updates on S4S projects and activities, and Merel is responsible for this.

6 Projects

S4S supports sustainable projects in developing countries by sponsoring a prototype. In recent years, S4S has been able to take on fewer projects due to COVID-19. Therefore, this year, we aim to take on a minimum of 20 projects. We plan to achieve this by creating more awareness among students about what S4S can do for the projects. We will also allow projects to not meet one of the standard requirements, but this is not a light-hearted decision and will be evaluated critically.

6.1 Reach and target audience

Our primary target audience is students from the Delft University of Technology (TU Delft). In addition to TU Delft students, we will also consider projects from other cities as long as they align with our mission and vision. Projects in the Netherlands may also be considered if COVID-19 resurfaces, while still keeping our vision in mind. For all of the above, Eliane will be responsible for ensuring no 'foul-play'.

6.1.1 Increasing awareness of projects

We have noticed that S4S is more known for its activities than its projects. Within TU Delft, we will focus on expanding our network, bringing more attention to our project in marketing strategies. Eliane and Jesse (with Jesse as the person in charge) will approach relevant minors, master's programs, associations, coordinators, professors, etc. Through this approach, we hope to reach the desired projects, not only through the students in our community but also through TU Delft itself. This way, we can give talks in classes of certain minors and master's programs and ask professors to share relevant projects and promote them online via TU Delft. The predecessor of the project team has created a file with all the contact details of individuals and organisations that can be passed on each year. Jesse and Eliane will further develop this initiative. The idea behind this is that the successor of the projects can get to know our network right at the beginning of the year to maintain good contact. This way, S4S's brand awareness within TU Delft grows, with more people aware that they can come to us with projects.

6.2 Project Intake Process

Eliane always keeps track of the progress of a project in Notion. This means there is an overview of the different stages of a project. Before an intake, Eliane will upload all information on Notion, which the entire board must read before the intake to ensure all relevant critical or specific questions can be asked. The intake will preferably take place in the office (hok) but can be taken online. Eliane is always present with a minimum of one and a maximum of two other board members as for larger projects, we will have three board members present, one of whom will mainly keep minutes. After the intake, Eliane gives a brief summary of how the intake went. During the next meeting, Eliane delves deeper into the intake along with the other attending board members. All questions posed

by the projectees are recorded and answered by Eliane. A project is only accepted when all board members agree.

6.2.1 Requirements

S4S follows nine standard requirements, which are listed on the intake form on the website. As mentioned earlier, we will also consider projects where one requirement is missing. This could be that the project does not take place in a developing area or that the students are not from TU Delft.

Furthermore, we expect projects to provide a textual opening piece and a minimum of three updates during the project, accompanied by visual material. Once the project is accepted, deadlines for these updates will be provided. The project must provide a receipt or invoice for all transactions as it may happen that these amounts do not match the agreed sponsorship budget. Eliane will check these transactions, so when over the limit, S4S can discuss and if necessary provide more sponsorship or reclaim funds if fewer expenses incurred. In line with our vision, students are expected to conduct thorough research on their destination, including aspects of culture, politics, and other societal issues. The same level of research is expected regarding COVID-19, with a corresponding COVID-19 plan if necessary. We will evaluate each project to determine whether sufficient consideration has been given to these aspects.

7 Finance

In this chapter, we explain how both donor funds and overhead will be managed.

7.1 The 100% rule

The 100% rule means that 100% of the donor funds will be used to sponsor projects. Donor funds will not be used to cover overhead costs or expenses for activities. Donors will be kept informed of developments through the website, social media, and the newsletter, with information on ongoing and completed projects so that it is always clear where their donated money is going. In addition to donors, we will also inform our followers, friends, and other connections who do not donate about these developments. The "projects fund" is a portion of the ABN AMRO account that is kept separately in the accounting from overhead and other items. It's something that sets us apart from other foundations and will be retained in the coming year.

7.2 Project Costs

For project applications, there will be a maximum amount of €3,000 as a guideline for the coming year. This amount has been chosen because it is generally sufficient to support newly starting projects. In return for sponsorship, we want to see twenty percent of the sponsored amount returned. The project group provides a maximum of eight donors who donate for a maximum of eight months: the 8x8 rule. This rule is determined in the following calculation:

$$\text{Amount of donors} = \frac{\text{Sponsored amount} \cdot 0.20}{16}$$

For an overview of ongoing projects, Eliane will maintain the project file in Notion. This file will show the phase of each project application and the sponsored amount.

7.3 Overhead

This year, the overhead will not only cover fixed expenses to keep the foundation running but also be used to cover the costs of interest drinks, board training sessions, and additional event expenses. The acquisition goal is €6,000. If this acquisition goal is achieved, most of these costs can be covered. If this goal is not achieved (in time), we will have to cover some costs as a board ourselves. For larger events, such as those of the committees, the committees will conduct their own acquisition to cover the expected costs. See a more detailed explanation of acquisition in Chapter 8.2. On October 3, the treasurer, Katrijn, will present the current financial situation to the board and explain it. Throughout the rest of the year, she will discuss the financial situation once a month during the meeting with a brief update. Once per quarter, she will give a more detailed update on the financial situation at that time to take it into account for spending in the following period.

7.4 Auditing the treasurer

7.4.1 External Oversight

S4S has grown to a foundation that handles a significant amount of money. This comes with great responsibility. Therefore, it is important to keep S4S's finances as transparent as possible. This will be promoted by advice from RVA. At the beginning of the year, the treasurer will contact the RVA for financial advice. If necessary, an external person can oversee the financial matters, preferably Kaatje or Donna, predecessors of the current treasurer, to ensure transparency at all times.

7.4.2 Cash audit

At the end of the board year, the accounting and the financial annual report will be audited by a former board member. Preferably, this will be Kaatje or Donna and an external audit. The financial annual report can potentially be audited earlier so that it can be published sooner.

7.5 Bank

At present, S4S has a current account with ABN AMRO and a savings account with ASN Bank. Next year, we will look into the possibility of switching banks for the current account, or transferring all of S4S's funds to ASN Bank because the values and policies of S4S align more with those of ASN Bank compared to ABN AMRO. When closing a potential deal, we will consider whether it outweighs the annual discount of four hundred euros that we, as a foundation, receive from ABN AMRO.

8 Partners

In this last chapter, a glimpse into the future will be discussed on the expected collaborations within (TU) Delft, finding fitting sponsors as well as defining relations with our ambassadors.

8.1 Collaborations

In order to keep the non-profit organisation S4S afloat, it is extremely important to ensure good partnerships with suitable companies, given the somewhat limited resources of S4S. These collaborations provide relevant resources to organise our events and activities. To achieve our aims we must establish and maintain strong relations with organisations such as TU Delft, AIESEC, GreenTU and Duwo.. As external commissioner, Falko is responsible for approaching these and other companies, whilst encouraging others in the board to do the same.

8.1.1 TU Delft

The contact with TU Delft is primarily initiated by us. This means that S4S still approaches TU Delft more often than not to help attract students with projects, unlike their outreach to us, which is decidedly less. Like last year, we want to work towards a closer relationship with TU Delft this year, where we aim for a scenario where TU Delft approaches us to provide students with projects. In this scenario, TU Delft will mention the name S4S in both minors and master's programs in which sustainable projects are organised. This way, S4S can become integrated into the activities of TU, ensuring us a constant supply of projects.

8.1.2 Other collaborations

In addition to TU Delft, we are actively looking for collaborations with other student organisations within Delft, such as AIESEC, GreenTU, and the GreenTeams of Delft. Collaborations with parties like these are an effective way to open new doors and increase the brand-awareness of S4S. This brand-awareness and reach are essential qualities of S4S that can be used as selling points to future collaborations with companies and are therefore very important.

8.2 Acquisition

8.2.1 New partners

Our current main sponsor is BAM, with a sponsorship of €3,000 for organising the field trip. The acquisition goal for this board year is €6,000. We will actively seek more regular sponsors this year and invest in current sponsor relationships. All board members are responsible for the entire acquisition of the foundation, including both the overhead and the acquisition for the events, with Falko

being ultimately responsible as Commissioner Acquisition. For this, Falko will also schedule a (cold-)calling day for the overhead each month, to which all board members must attend, where multiple companies will be called and contacted in an aim to obtain more sponsorships. To ensure these calling days are successful, an acquisition training for the entire board will be held at the beginning of the year. Along with the board, acquisition training must also be organised for students in the S4S committees in order to help them develop acquisition plans. Both trainings will be organised by Falko.

8.2.2 Condition

S4S wants to enter into partnerships that align with the vision of our foundation. This is important because S4S will be associated with the companies it partners with. Therefore, the ideals should match each other as closely as possible. This year, we will strive to enter into collaborations that meet these criteria. To achieve this, companies will be checked for their sustainability before a possible partnership. Falko is responsible for this. However, the potential partner will always be discussed in the presence of all board members.

8.3 Ambassadors

Our ambassadors support the vision of S4S, giving us the right to associate their names with the foundation. These relationships are important because it is an easy way for us to distinguish ourselves from other foundations and charities. With these benefits in mind, we highlight the names of our ambassadors on the website, just as we are set on finding new partners. For these reasons, it is important to maintain a good and close relationship with our ambassadors. This is done by inviting them to relevant events in the coming year and keeping them informed on our activities through the newsletter. Similar to last year, we find it important to avoid an overload of information since our ambassadors are often busy individuals who do not appreciate spam. This year, we will actively seek new ambassadors whilst keeping our current ambassadors in the loop.