

MULTIPLE YEAR PLAN 2024 - 2027



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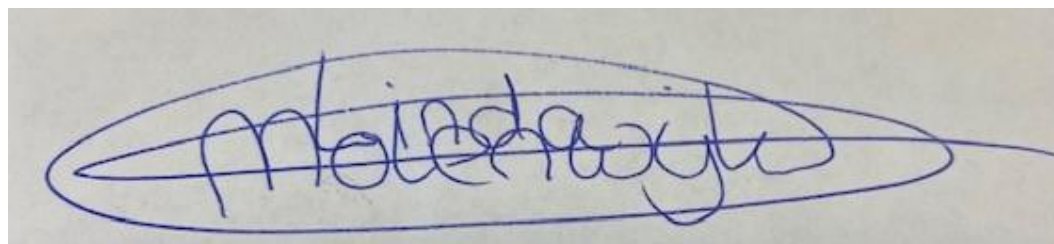
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Introduction

This multi-year plan provides a vision for the years 2024-2027 for Enactus Wageningen. Six pillars are described that we consider important in the continued existence of Enactus Wageningen. Various sub-goals have been set within these pillars. First, the pillar itself is explained to convey the idea behind it. Each point is then described and elaborated on individually. These are not all directly measurable points, but more general ideas about how to tackle different issues. It is a direction that we would like to see Enactus Wageningen take over the years. We hope that these points and our insights will be used and included in subsequent annual plans. In this way we believe that Enactus Wageningen can continue to grow and at the same time guarantee the quality we are used to. Good luck and we hope you enjoy the policy as much as we do!

On behalf of the entire board of Enactus Wageningen 2023-2024



Linda Molenwijk
Chair and vice-chair Enactus Wageningen 2023-2024
June 2024

1. Continuity

Continuity means the continued existence of the organization. That every year (board) members can continue with where others have ended. Not everyone should figure out the same wheel again. To guarantee continuity, we have drawn up the following sub-goals.

1.1 Board transition

1.1.1 Transition period

The transition period is the period that the old board will guide, help, and support the new board. This period is mostly from June until the end of August, but with exceptions, it can be longer if necessary. The old board schedules meetings with their successors to show their tips and discuss their responsibilities. For the most successful transition, it's best to have multiple meetings within the functions and to show the old board transition documents of each specific function. This master plan will consist of responsibilities, actions, dates, and links to specific documents or websites. Besides, the old board will be there during the info market of the AID, to help the new board out. In addition, the old board can be the first contact person in the first upcoming months for specific questions.

1.1.2 Role Enactus NL

Enactus Netherlands will always be a supportive actor in the board transition. On "Enactus Connect" they have many handy documents for specific board transitions, but also for many other questions related to the organization and events.

"Enactus connect"- "Academy"- "Business"

In addition, the chair has regular update (online) calls with the program manager of Enactus Netherlands, approximately once every two/three weeks. Within these calls updates from both sides can be discussed, but also specific questions can be asked. Enactus Netherlands organizes always in the beginning of the academic year board kick-off with a specific board kick-off booklet. This booklet will show important dates and a sum up of all the responsibilities in general for the board functions.

One important note: Enactus Netherlands is always the supportive actor, but the board of Enactus Wageningen is a separate legal entity and therefore has their own responsibilities and risks. Therefore, we also have board insurance organized by Veldsink Verzekeringen until December 2024. This insurance will secure most board responsibilities and should be extended by the end of the calendar year by the (vice)-chair.

1.2 Financial stability

Enactus Wageningen cannot exist without liquid assets. As the organization is growing, the input and output flows are also increasing. It is therefore important to draw up a budget at the beginning of each academic year and to update the cash sheet and cash book frequently.

- *For the “expected” budget*, try to look at previous years and make logical decisions in your budget. At the end of every quarter try to update the budget with “realized budget”. This gives a better overview of the organization.
- *For the cash book* it’s best to update this at least once or twice a month and to keep track of the bank balances of Enactus general and the projects. In addition, normally only the vice-chair is up to date with the financial position, but try to involve other board members and project members as well. From experiences it’s good if at least one person from every project is up to date and informed as well.
- *The balance sheet* can be updated twice a year, but pay attention that the financial year overview should consist of the whole calendar year and NOT the academic year. So partly the period of your fellow board member (Q1+Q2) and partly your own period (Q3+Q4).

Additionally, don’t be afraid to ask for help or clearance from old vice-chairs and/or additional professionals in your own or Enactus network. They have more experience and can give tips and tricks to stay better on track. In this way, the organization's finances are closely monitored. Also, try to stick to the budget as much as possible and ensure that reserves are always kept on hand. In addition, don’t be afraid to spend money, because it will be an investment in the organization, project, and/or students, and if you have a clear purpose, organizations would love to sponsor Enactus Wageningen.

1.3 Documentation

Without good documentation, every new board has to partly reinvent the wheel or there is uncertainty about what happened in previous years. Make sure that useful documents are stored properly and transferred to the next board in Google Drive. In addition, the new board should have access to all the years before.

1.3.1. Non-profit articles of association (chamber of commerce)

Enactus Wageningen is a non-profit organization which is officially registered in the chamber of commerce. It’s important that every board member understands what it means to be in the chamber of commerce and what the restrictions are of being a non-profit organization. Every year it’s important to change the representative of this

non-profit organization, which are the new board members. In addition, it's important to keep the information and contact details up to date, which can be done on the KVK website. It's crucial to make changes both at "hoofdvestiging" and "rechtspersoon", because within Enactus Wageningen it's the same.

The KVK number is: 09180514

The official registration date was in 2008, however it has a different name, SIFE. In 2018 the name was changed to Enactus Wageningen, so the official born of the current organization. Changes in the "statuten"/ articles of association can only be made with an official notary, which is expensive and time-consuming. Therefore this was only done in 2018 to add board related decisions.

It's important that the board and the project members are doing activities which are in line with the official goals (article 2) and don't have the purpose of getting profit.

The purpose:

- Connecting the bridge between students, business and municipality with specifically focus on societal impact in Wageningen
- Complement the theoretical knowledge from students with a practical business focus and experiences.
- Stimulate mutual understanding and knowledge

We would advise that at the start of your board year everyone should read once the articles of association. There is a printed version in the administration map 2023-2024 and in the google drive in the folder "KVK Enactus Wageningen".

1.3.2 Legal boundaries

After coming across some legal uncertainties and difficulties within several projects over the years, the board of 2024-2025 has decided to take action to get some more clarification on which activities are (not) allowed as board- and project members and who will be held accountable/liable in the case of conflicts. After talking with several lawyers and an insurance company, it becomes clear that action is needed to further understand how we as an organization can comply with Dutch and EU legislation.

1.3.2.1 Insurances

Since the board members are the ones in charge of the organization (as they are signed up at the Chamber of Commerce), they are the ones running the biggest risk of being held liable. To protect the board members, from March 2024 until December 2024 (with the possibility of extension) a director's liability insurance is in place. This insurance covers certain actions of board members. The further details and coverages of this insurance can be found in the Google drive.

It has also been considering to take out a business liability insurance, so that also actions of the project members can be covered. However, since these project are constantly changing their members and their direction, it will be difficult to set up an agreement with an insurance company. Besides, insurance companies are not keen on covering to our students as they are directly selling products or offering services to third parties (either business to consumer or business to business), which comes with certain risks. These students, however, often don't know which laws they should comply with when offering a product or service. When the board of 2023-2024 heard about the high costs of business liability insurance, it was decided to reject the offer of the insurance company for now and focus more on prevention.

1.3.2.2 prevention

Voluntary agreement

To ensure that it is clear to the volunteer what is expected of him/her, all new project members are asked to read and sign a voluntary agreement. Recently, a part has been added, describing the relationship between the board members and project members in terms of liability.

Project description

To have more clearness with all the changing board and project members it was decided to create a format "project description". Within this project description the main topic, mission, SDG goals and business model are added to each project. By updating this document frequently it's clear for all Enactus (board) members and external advisors where the projects are working on. In addition an implementation plan is included to check the goals and project schedule. The chair of the project or project coordinator can use this in checking frequently if they are on track.

Quarterly checks

To make sure the projects are moving in the right direction and to prevent them from getting into difficult (legal) situations, it has been decided to install quarterly checks. These checks will be done by experts in our network. During these checks, the project will sit down with an expert and elaborate on their progress, explain their decisions etc. The expert can give the project feedback. We didn't set up this in detail yet, but it would be interesting to explore the possibilities further.

1.3.3 minutes of important meetings

Ensure that minutes are taken during meetings and that weekly decisions and events are recorded.

1.3.4. Contract sponsorships

Since Enactus Wageningen makes agreements with other parties, it is important to make agreements in written contracts. When making agreements, it should also be written down who the contact persons of the organization are, what every party wants from Enactus and which responsibilities Enactus Wageningen should have in order to give or receive money.

There is a template "TemplatePartnershipAgreement" which can always be used. In case of help ask the Starthub lawyer Nynke Geerts.

1.3.5. Annual Evaluation

In addition, the intention is to evaluate the year and the various activities in an Annual Evaluation. Discuss with each other what went well and what could be improved so that you and the people after you can learn from this.

1.4 Advisory Board and Audit Committee

Enactus Wageningen has an Advisory Board and Audit Committee that are very valuable to the organization. Ensure that these bodies are sufficiently informed and can fulfil their tasks. Schedule at least four meetings each year and send information in advance. Make sure that new people are brought in when existing members leave. In addition, the intention is that an audit will be carried out four times a year with the audit committee. For further information see the policy for the Advisory board and Audit Committee.

1.5 Continuation of the members' evenings

Enactus Wageningen is unique in organizing member's evenings. These provide structure and commitment among the members and we see this as one of the strongest points that Enactus Wageningen has. It is therefore important to keep the member's evenings at a fixed time. The content of the member's evening will be discussed later in member development.

1.6 Member Retention

An organization stands or falls with the support of its members. It is therefore important to keep an eye on the status of the number of members and to be clear whether members are leaving quickly or whether shortages arise in the projects. Make sure that the Human Resource Manager is aware of the membership number and that he/she shares this with the rest of the board. Keep a list of people interested in joining Enactus and ensure a successful recruitment period together.

1.7 Member satisfaction

Just having members is not enough for a good organization. Members must also feel that they are learning and gaining experiences at Enactus. Therefore, often check the status of their development and ensure the so-called 'co-creation' where you create the content for Enactus Wageningen together with the members. Ask members after every period for feedback on the member's nights and ask them for suggestions. In addition, in the personal development talk with the HR manager helps in getting an impression of how satisfied members are and what they miss. If something is not right, investigate it carefully and first discuss it together and then with the members to find what the right solution is.

1.8 Enexit

It's possible for the Enactus project to get its own chamber of commerce registration to become an official start-up by Dutch law. This has happened in the past once, with Beegrateful. Money that belongs to this project can be transferred to their own bank account. It's important to discuss together the agreements and the eventual partnership with the leaving students and Enactus Netherlands.

2. Partner network

Enactus Wageningen's partner network is essential for the continued existence of the organization and the functioning of the projects. The organization currently receives both financial and in-kind support from partners. Partners also provide knowledge and contacts for the organization and its projects. In the coming years, the challenge will be to maintain the current partner network and expand it accordingly. In addition, the application of these partners in new ways is important, which is further highlighted below. It's important to update in the Excel file "Contact list" all the persons Enactus Wageningen has contact with in any way.

2.1 Mentors

Currently, new board members have the opportunity to get a mentor from Enactus Netherlands. This mentor is willing to spend time discussing personal, business, or study-related topics. This mentorship depends on how the board members want to make use of it. They can have online calls, work visits, or other ways of meeting each other.

In addition, the projects have a project coordinator from the board as a permanent advisory body. Although they have the opportunity to approach experts via the Starthub,

Enactus Nederland network, and interested businesses, they do not have access to a permanent external mentor. Such a mentor can bring a fresh perspective to the project and provide a network. That is why Enactus Wageningen wants to set up a coaching network in the coming years in which all projects will have access to an external mentor. This mentor can, for example, be an experienced business person or an Enactus alumnus. This year we are making more use of alumni or advisory board people to be closer to projects and help them out with brainstorming, business canvas, or other business-related problems. In addition, we experienced that a lot of other businesses are interested in helping out. The company Antler is starting in January 2024 with a pilot of online coaching sessions for some projects. In addition, advisory board participants are also willing to help as a business coach. Starting in 2024, we will introduce a new team called the Business Advisory Board. This team will consist of experienced CEOs and experts with whom we have connected on LinkedIn. They are committed to regularly assisting Enactus Wageningen projects with teams of 2-3 people. This support will enable our projects to develop more feasible ideas and pursue the right direction to become successful businesses.

2.2 Experts

It often happens that the organization or the projects do not have sufficient knowledge to move forward. In that case, it is important that experts can be called upon to provide advice. In collaboration with Starthub, it has been agreed that Enactus Wageningen can make (limited) use of their experts:

- The lawyer Nynke Geerts
- The lecturers at Starthub: Stefan Nortier and Gitte Schober
- Different startups from Starthub at Plus Ultra 2
- The student board of Starthub

It is also possible to get in touch with experts in their partner and alumni network via Enactus Nederland. Enactus Netherlands has set up Enactus Connect; a platform on which Enactus members can contact business coaches when they have questions. In addition, via the program manager of Enactus Netherlands, you can get direct help to look for experts.

As an organization, we plan to make more use of these experts in the coming years by promoting them more actively in the projects through the project coordinators. In addition, we hope that we can make more use of the University as an expert. Currently, we are trying to get a better collaboration with WUR. Currently, we have contact with:

- Rutger Kroes (FOS and contact person WUR)
- Astrid van Noordenburg (Student Career Services)

Starting from the upcoming board year 2024-2025, we will establish a new team called the Business Advisory Board, which we have connected with via LinkedIn. This board will consist of two experts with abundant experience in business who are willing to help Enactus Wageningen voluntarily. The specific process is still under discussion, but they will offer customized advice for every project, preferably on a monthly basis. Furthermore, they will support the Enactus Wageningen board in becoming more organized and increasing our visibility within Wageningen University & Research and the sustainable business community. We are looking to find additional advisors to help Enactus Wageningen. Currently, these two advisors have agreed to assist us starting in August:

- Samer Mansour (CEO and founder of CEEDS)
- Chris Housmekerides (Chief R&D Officer/Board Member/Business Development Advisor)

2.3 Sponsorship

In the past Enactus Wageningen receives sponsorship money from Kadans and Hoek Consultants. However, the status is unsure for the future. To have sufficient financial resources to maintain the foundation and organize activities for the members, new sponsors must be found. The goal is to arrange a permanent financial partner for at least the next three years.

YNNO, our partner which has been supporting Enactus Wageningen for several years, had a meeting with the board about the potential possibility of providing financial support as well. They are now discussing which part they would like to sponsor based on the sponsorship package that has been produced for 2024. In addition, the company really like to schedule “brainstorm” evenings with the board and/or the project itself. It’s recommended to highlight this possibility to the projects, because they can receive valuable feedback and make use of their network. The thinktank has done this already successfully twice in 2024.

In July 2024, we plan to have a meeting with Hoek Consultants about sponsorship. This meeting will provide an overview of Enactus Wageningen 2024, as Hoek Consultancy has been sponsoring Enactus Wageningen for several years, and we assume that they will maintain this sponsorship relationship for this year as well. There is a high possibility that they will continue to sponsor us. Furthermore, we are reaching out for more support from the municipality. They sponsored in the past the project Talk the Future, and we are planning to explore more possibilities for other projects that align with the municipality’s goals. In addition to financial support, we will cultivate a strong relationship with Antler, our new partner since last year(2023) which provides all of our projects the educational support through monthly consultations.

Viscon, one of our partners that offered us a great excursion, is still in contact with our External Relations Manager. Every year, they set up a new budget, so it is recommended for the External Relations Manager to check the company's budget schedule. This should be done not only for Viscon, but for all partner companies, as each has its own budget planning period.

2.4 Active alumni

Enactus Wageningen has now been around for seven years, which means that the alumni network is starting to take on an interesting size. Previously, little attention was paid to keeping alumni involved in the foundation. However, alumni can offer a lot of knowledge and contacts. In the past years, a first step was taken towards creating active alumni through an alumni email in which they were informed of all activities and projects. This year we are in a new stage of this active alumni integration. We ask them to give guest lectures at the members' evening and to help brainstorm and act as a mentor for some projects.

However, there are many more ways to keep alumni involved, such as inviting them to events or using them as permanent mentors for projects. If your organization can offer these alumni more, it may also be possible to ask for a small annual contribution to the foundation. In the coming years, we therefore plan to organize special events in which alumni can also participate. For example, in 2023-2024 board year, alumni were invited to Start-Stop-Continue and had dinner together before the event.

2.5 Other associations and organizations

In Wageningen, there are many different associations and organizations active in various areas. All these associations and organizations are led by student boards who all approach the same students and encounter the same problems. That is why it is important to join forces and work together. Organizations with which Enactus Wageningen has built up good ties so far are Starthub, Unipartners, and Integrand. Ways of collaboration include organizing events together and exchanging information and partners. The Think Tank has joined the Ideation Program of Starthub and in the future, some events will be organized in collaboration with Starthub.

Furthermore, for the upcoming board year 2024-2025, we are planning to start a social business club similar to those already established in Groningen, Utrecht, and other cities by an organization called Green Badger. This initiative began with Enactus Utrecht, where the club has been successfully running. There is an annual membership fee of €1800, which is waived for Enactus Utrecht. The club primarily consists of members from various Dutch companies, including students, startups, and individuals and parties involved in sustainable businesses of different scales. The club organizes breakfast

meetings every two weeks and occasional golf events. During the breakfast meetings, all members have the opportunity to share a one-minute pitch about their current needs (e.g., sponsorship, internships, business advice). As an international organization, we aim to create an English-oriented club, though discussions are ongoing since Green Badger primarily focuses on the Dutch community. Currently, we are in the process of finding one or two Dutch companies based in Wageningen and Ede to participate. The club is set to start in September, and one or two Enactus Wageningen board members (primarily the External Relations Manager) or project members can join for breakfast, with different people attending each time. We believe this kind of event will position Enactus Wageningen within the professional business community.

The plan is to continue these types of collaborations in the coming years and also to establish contacts with other associations and organizations in Wageningen.

3. Brand awareness

At the time this policy was written, Enactus Wageningen was not one of the most well-known organizations in Wageningen, although everyone who tells you about it becomes enthusiastic about the concept. Increasing brand awareness is therefore important. Brand awareness is seen as how many people have heard of or are familiar with Enactus or Enactus Wageningen and know what the organization has to offer for students. To increase brand awareness, we have drawn up the following ideas.

3.1 Public events

Through public student events and general events, we can get our message out and provide value to those invited. In this way, we increase our mark in Wageningen and beyond and create a direct impact. This will be based on this year's open events; panel discussion, open member's evening(workshops), and coming excursions.

3.1.1 Symposium/panel discussion

A symposium or panel discussion where various stakeholders come together and people can listen to several speakers from companies or specialists. For example, organizing a symposium whose topic is related to one of our projects offers insights into the challenges that our project is facing. The audiences are general people at WUR interested in this topic. Thus, the topic must i) be related to one of our projects, ii) contribute to one of the SDGs, and iii) be interesting for general people. This symposium can be organized with members of that project, which provides a chance for them to network with their potential and existing stakeholders.

3.1.2. Information markets

Be present at different information markets at the university to increase our awareness amongst the community. There are the summer and winter AID, but also career days and other information markets such as the Info Open Days of the WUR and the Sustainable Market by Green Office.

3.1.3 Networking drinks with Starthub

A networking drink (organized by Starthub) where students and companies come together to discuss what is on offer and where the possibilities lie. The aim is to organize a public event at least once a year to which external parties are invited. This includes alumni integration and other stakeholders at the university.

3.1.4. Open members night

Open the Members Night for non-members when relevant. This includes recruitment periods or promotional periods of specific events or product launches of each project. Open member's night can be held in the first two weeks in period 1 and period 3, depending on the recruitment of new members. This should be cooperation between the events manager and the HR manager.

3.1.5 Excursions

Organize Excursions to help members get more insights into their projects. The companies we visit are related to at least one of our projects. These excursions are interesting opportunities to get more knowledge about certain topics, to network, and to ask specific questions. Thus, members are given priority while an excursion is first come, first served. In addition, by making it an open event the University will pay for it by the Kickstart fund. The Kickstart fund must be proposed at least 5 weeks before and open for every student to get funds. However, due to the financial challenge of the university, the Kickstart fund is not available anymore. There is an alternative fund called CAS, which only covers 50% of bus rentals with a maximum of 500 euros. The cancellation of the excursion is available by Friday before the excursion week and after the deadline, we charge 5 euros for a no-show. After the excursion, we investigate the satisfaction through questionnaires.

3.1.6. Sustainable Entrepreneurship Hackathon

Organize the Hackathon to connect with both internal and external players. Use this chance to promote Enactus and connect with the entrepreneurial spirits. The Hackathon is a business pitching competition open to every student. Student teams prepare their businesses for 3 days which fit for one of the SDGs.

To organize the Hackathon, the committee is recruited by the events manager with around five people.

Our members can join the Hackathon as Enactus projects but they cannot get rewards because they have already prepared their businesses for more than 6 months. Instead, they can get a chance to get investment from investors who are invited to the Hackathon. If members want to, and their project members approve, members can join the Hackathon by creating a new team.

The Hackathon is open to every student at WUR. They can join as a team if they already have one or as an individual. Individual students will make a team on the networking day which is one week before the Hackathon. On the networking day, students are provided all information about the Hackathon, sign a contract, and have a network with their team.

On the first three days, students will follow the workshop and prepare their pitch regarding the workshop such as filling in the business canvas. The winner can win 500 euros for the reward. This 500 euros is sponsored by Enactus Wageningen's partner. Their pitches are recorded and uploaded on the Hackathon website (<https://hackathonenactuswageningen.nl>)

Five professional judges are invited and evaluate student teams. They will give valuable feedback to student teams.

Recruitment opportunities are open for both companies and students. Student pitches will be uploaded on the Hackathon website, which results in continuous opportunities for employment and advertisement.

It would be nice if this is an annual event for Enactus Wageningen from 2024 onwards.

3.2 Marketing

Our message is spread outside through marketing. Sharing what's going on in our organization is important to increase interaction and ensure that people know what we do. Make sure to use the correct logo, stick to the branding of Enactus Wageningen with the inclusion of the SDGs. Link this to the projects to show how much progress has been made in relation with the SDGs. Don't forget to upload the artwork to a common folder so that it is available for the others for future usages or as reference. This way, as marketing manager, you can also save your own trouble in the future!

3.2.1 Social Media

- **Instagram:** keep this updated with information and real-time activities. Highlight what the project does and the upcoming events. Have fun with this as the audience on Instagram are mostly students who are much younger than LinkedIn. Make sure to tag Enactus Netherlands in the post so that the awareness of the activities are raised.
- **LinkedIn:** keep this updated with information and real-time activities. Highlight what the project does and the upcoming events but do not spam. Make sure to tag Enactus Netherlands in the post so that the awareness of the

activities are raised. Engage with different players by commenting on their posts.

- **Facebook:** keep this updated with information and real-time activities. Highlight what the project does and the upcoming events but do not spam. Make sure to tag Enactus Netherlands in the post so that the awareness of the activities are raised.
- **Website:** keep this updated with information of the board, projects, and members. This includes the names and vacancies.
- **Canvas:** currently, there is a Canva Pro account for board and project members of Enactus Wageningen account. The current Canva Pro account is under the Enactus gmail account. All members can have access to it. This allows for premium features and downloads at high resolutions with smart changes.
- **Google photos:** We created an account with the Enactus gmail to store all the pictures in a more easy and accessible way. We make use of different folders, which is useful as promotion material.

3.2.2 Lecture talk

Ask course coordinators to give short pitches at lectures to recruit members or promote specific events. Also try to target the audience based on the vacancies available. For example, business coordinators from the BMO program or product developer from the Plant Sciences program or a program relevant to the background needed for the vacancy.

3.2.3. Mouth-to-mouth

Take every chance to promote Enactus Wageningen through conversations and people we know or meet.

3.2.4. University screens

Contact the reception of the different buildings to request for narrowcasting. Use this to promote the vacancies during recruitment period or open events throughout the year.

3.2.5. Merch

Utilize merch to raise awareness of Enactus Wageningen. This year, the sweater is chosen as it is a common favourite and can be widely visible! Mugs are also a great option as every organization has their own mug.

4. Professionalization

Enactus Wageningen is an organization that still needs a lot of shaping and needs to be more professional. Ultimately, we want to become a renowned organization with a

well-run structure and all the facilities that go with it. We have set the following goals for this

4.1 Office space

Since 2022 Enactus Wageningen can make use of the office in Plus Ultra 2. There is a contract with Kadans Science partner and Starthub to get the office for free. In addition, we can make use of the training room and Atrium of Plus Ultra 2 for the members evening. It's important to have a good connection with the floor manager of Plus Ultra 2, currently Tanja Borst, to reserve additional rooms in Plus Ultra or for events. It's also necessary to have a first aid person when organizing an event or to have members evening. In our board no one has it, so we agreed with Tanja to keep attendance and that de Kleine Consultant is there on the same night as well, so we don't need to get it within the board.

So it's always important to be in touch with the floor manager in order to organize something and to know what the agreements and possibilities are.

4.2 FOS

This year 2023-2024 will be the first year that Enactus Wageningen will get FOS from the University. FOS is the financial support for students who due to specific circumstances will have a delay with their study. It's important to be recognized by the WUR in order to attract new board members.

Currently, Rutger Kroes is the contact person to apply to this FOS, which can be obtained after the board year is successfully over. However, it's still important to know what the requirements are in order to get (more) FOS, so in the future the board should be aware of these requirements. Veste helps associations like Enactus Wageningen to be represented.

It's already agreed that for the academic year 2024-2025 Enactus Wageningen will get a total of 12 FOS months, with a maximum of 3 FOS per board member. The exact division (with decimals) can be decided within the board themselves. At the end of the academic year (June) the chair can apply for this by filling in a general form (Format 2) and all the individuals forms and sent this to secretary.ssc@wur.nl. It will take approximately 8 weeks to get paid by the university.

4.3 Quality of projects priority

Projects are the most important on how Enactus Wageningen will make an impact and that is why the quality of projects must be a priority. Here are some action points that can help to achieve this.

- **Every period an evaluation of the project**

- is the topic still relevant?
- Does it need improvement or changes?
- Are the roles still correct?
- is it still in line with Dutch and EU regulations?

- **Set goals**

- month, period and year goals
- project chair and project coordinator keep track of them
- be realistic
- work more purposefully
- targets or specific events to work for

- **Having a mentor**

- Green badger
- Business advisory board

- **Having better project transfer**

Transfers are currently taking place within projects when old members leave and new members join. However, these are not standardized and controlled. Sometimes people are not fully up to date or it is not entirely clear what is expected of a new person in the position. To enforce a smooth introduction to a project, the projects need to fill in a project description explaining about their goals, project mission, target audience and more. The chair of the project will go through this description together with the new project members, so that the new member has a clear understanding of the project. The projects are asked to update their project description every once in a while, to keep it up to date.

- **Have at least 3 projects**

To still make an impact and grow as an organization, it's important to have a minimum of projects and project members. When the members' amount is getting too little, the members' evenings also feel too empty, which can demotivate members. It is important to have a good balance between quality and quantity, because without enough coordination or help the project will not grow. So, take in mind how many board members are in that year and if they have enough time to support the projects. It is possible to take on more projects, provided the quality of Enactus Wageningen is guaranteed. A new project, called Think Tank, is always a possibility, but take into account that these students need more guidance.

5. Member development

The goal of members joining Enactus is to have a good time and to develop personally. They would like to know what it is like to have a business and to gain personal and team

skills within it. As a board, you are responsible for guiding the members in this as best as possible and offering them opportunities.

5.1 Enactus Journey

The Enactus journey goes through different stages shown in the Enactus Roadmap.

Phase 1: Team development

Phase 2: Problem identification

Phase 3: Idea creation

Phase 4: Pilot

Phase 5: Implementation

Every project goes back and forth within these stages, so members can experience multiple phases within their Enactus journey. Every phase has its own challenges, in which they can get help from their project coordinator, mentors, experts, and documents in Enactus Connect.

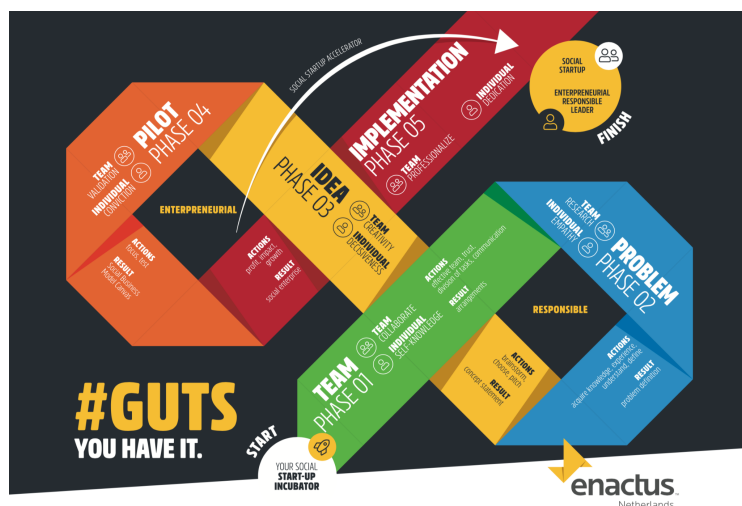


Figure 1: Enactus roadmap

We envision each period building on the previous period to gradually learn the skills needed to run a social enterprise. Throughout the year we work towards the National Exposition that takes place at the end of the year to win that ticket to the World cup. Topics that can be covered include pitching, team building, impact measurement, communication styles, financing, and how to fill in the Business canvas.

Members are better prepared and gain skills to present their projects at the National Exposition. To motivate the members more, in between deadlines are also set for each project. These can, for example, be period or quarterly goals. The project coordinator and project chair must maintain control over meeting these deadlines.

The Enactus Journey is a unique part of Enactus Wageningen that brings structure to the learning process at Enactus. The concept is still in its infancy but has certainly proven its benefits. It is the task of the following boards to optimize the process in such a way that

it meets the needs of the members while achieving a greater impact within the projects. To be able to give members the full learning experiences. However, it also has been shown that members have a busy life, and especially some studies require a lot from them, so members have limited time. So make sure that every member is still motivated to make it a successful membership.

5.2 Personal development

Another possibility for members is to have personal development talks with the HR manager of the board. Usually, two times per year these talks are held. Members can sign up voluntarily. During these talks, there is the chance to discuss the member's goals for the year, reflect on their personal development, give feedback to the board or discuss anything else, whether it's Enactus related or personal. In this way, members get the chance to talk with a board member, without having to actively ask for it. This diminishes the (psychological) distance between board members and project members.

6. Creating Community

One of the core values of Enactus Wageningen is creating good connections between both members and external parties. A close-knit community is a powerful tool for achieving major changes together. That is why it is important to pay a lot of attention to this. The following sections explain how the member evenings, social activities, and connections with other Enactus teams contribute to this.

6.1 Members' evenings

Unlike other Enactus teams, it is customary at Enactus Wageningen to organize a members' evening every week on Thursday from 20.00-22.00 at Plus Ultra 2, only during the self-study week and exam week there is no members' evening.

During this members' evening, a workshop, (guest) lecture, or something similar usually takes place and the project teams are given time to meet. Mostly the division is an hour to have a common workshop and another hour to meet within their projects. The advantages of this members' evening are that members get to know each other, can give each other advice, and gain inspiration from each other. In this way, a community is created among the members where they also visit each other outside Enactus hours. In addition, it creates a good atmosphere that makes members feel motivated and remain active at Enactus for a long time (as project members or active alumni).

However, It is recommended that the concept of the members evening will change a bit, due to lack of time and low commitment/attendance of the members. Although in

2023-2024, boards tried to invite the guest lecturer every week, it would be nice to have fun activities for team building more often instead of inviting the externals every week. As a suggestion, create once a month a bigger "event" and create the other weeks just space for team building or meeting time.

It's important to keep track of who is not able to attend the evening and the reasoning behind it, in order to change plans. Project coordinators are responsible for their projects to motivate them to attend. Furthermore, due to the security problem, the attendance must be checked. It has been done by Google form (Questionnaire). If a problem occurs, this must be submitted to Tanja (Starthub) responsible for the building management.

The drinks after the meetings are also important and interaction between the members must be ensured. Certain mixed activities on Thursdays can also contribute to this, however, keep in mind that a lot of alumni work. They are not always able to come during the week and things need to be scheduled some months in advance. In the coming years boards can try out different dates, times and frequencies on which the members' night can take place, but most members are used to it taking place on Thursdays.

6.2 Social activities

In addition to the members' evenings, which are mainly intended for 'formal' topics, it is also important to organize informal social activities. These activities serve to allow members to get to know each other better and to maintain the connection with Enactus. Social activities include celebrating Sinterklaas or Christmas, organizing dinners or drinks like a Potluck, or playing games or sports. Such an activity could also have another underlying goal for the project teams, such as team building. It's important to organize at least one social activity for members per period. In addition, it's good to motivate project teams to do team building by themselves as well.

6.3 Collaboration with other Enactus teams

Fifteen Enactus teams are active in the Netherlands. All these Enactus teams pursue (approximately) the same goals and carry out the same activities. To save time and join forces, it is very efficient to work together with these teams. This could include jointly organizing events and exchanging ideas and files. In addition, these teams all have projects under them that are committed in one way or another to a fair and sustainable world. By also setting up a good connection between the Enactus Wageningen projects and these teams, knowledge can be exchanged and, for example, work together to realize things. Currently, there are many initiatives to meet in person, however, due to lack of time, transportation costs, and distance it's hard to take place. Therefore, we

suggest being critical in who you want to meet and for which purpose. Keep in mind that online meetings also could work for many things.

7. Closing word

Thank you for taking into account these long term goals. This multiple year plan will help guide new board members into the right directions for the future of Enactus Wageningen. At last, the most important takeaways from the board of 2023-2024:

Don't forget that it's a learning journey for everyone. Nothing will go perfectly the first time, but try, take action and believe in yourself! Keep in mind that good things only happen over time. It's an amazing journey to be board at Enactus and you should definitely enjoy it.

Together we are trying to make the world a little bit better. Together we are ENACTUS WAGENINGEN!!

Kind regards,
Linda Molenwijk
Chair and vice-chair Enactus Wageningen 2023-2024