
Policy Plan (Beleidsplan) 2023-2027



Stichting Day of Adaptation
Cortestraat 14
Haarlem 2011 EN
The Netherlands

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Introduction (Inleiding)

Climate change is already here and happening around us. While many people are aware of climate change, they are not yet sure of the possible effects it will have on their work and lives, not to mention the spectrum of relevant climate action. Day of Adaptation is a non-profit organization based in the Netherlands with a mission to empower people and organizations to understand, accept and commit to climate action.

Day of Adaptation was formed in response to the urgent need of reaching a wider range of people and organisations, and the challenge of effectively making relevant messages resonate with more people and organizations with better emotional balance.

Founded in December 2018, Stichting Day of Adaptation has quickly established itself with a group of talented volunteers, and evolved a strong identity as the most seriously fun agent in climate communication. We managed to design and develop two key initiatives that are designed as one-day team building activities; organized 10 Dialogue Day activities with 157 participants; worked with clients including Gemeente Rotterdam and Stichting Simavi. All these contribute to the goal of raising awareness of climate change and inspire innovation on climate action.

In the coming years, the focus of the organization is to maintain our momentum and make more impact through more meaningful activities. The organization can also benefit from stronger networking and marketing strategy and actions since currently it has limited funding sources. A better diversity in funding composition would in turn help organize to be more sustainable and generate more impact. Further we will continue build our young organization by maintaining current talents and attract more talents to support our shared vision. These will be the focus areas in the coming years.

Climate change may not be a fun topic, but we can make it fun and come up collective action. We at Day of Adaptation believe that more people and organizations will be attracted to our exciting dialogues which lead to sustainable and innovative climate action. Through our initiatives, we can contribute to our resilient society as a whole. Join us in our fun journey to adapt to our changing climate, one day at a time.

Shu Liang,

Founder and Director, Stichting Day of Adaptation

1. Our Position (Onze positionering)

This section outlines what Day of Adaptation stands for: our vision, mission, objectives and strategy. The diagram below offers an overview.



1.1 Vision (Visie)

We believe people and organizations can adapt to climate change, leading to a more climate resilient society.

Climate change is getting mainstream attention, and with this coverage comes an overwhelming amount of information and data. What is climate change?, what contributes to climate change?, what are the impacts of climate change?, how can people and organizations prevent and prepare for climate change?, and the list continues...

Is it realistic for everyone to aggregate, analyze and act on so many sources of information? As professionals in the field of climate change adaptation we don't think it is, and that is why our organization exists to be a standout climate communicator. Day of Adaptation gives priority, emotional balance, clarity, and neutrality to the complex topic of climate change in order to empower individuals and organizations with tools for climate action, and additionally important, hope.

1.2 Mission (Missie)

Day of Adaptation empowers people and organizations to understand, accept and commit to climate action.

UN SDG (Sustainable Development Goal) #13 defines "climate action" as "stepped-up efforts to reduce greenhouse gas emissions and strengthen resilience and adaptive capacity to climate-induced impacts, including: climate-related hazards in all countries; integrating climate change measures into national policies, strategies and planning; and improving education, awareness-raising and human and institutional capacity with respect to climate change mitigation, adaptation, impact reduction and early warning."

Narrowing it down:

Action	Who	Result
Invite	People	Understanding
Inspire	Organizations	Acceptance & commitment to adaptation
Empower	Communities	Accepting adaptation
Engage		Elevated level of acceptance and commitment

1.3 Goals (Doelstellingen)

To realize the mission / vision, the goals for 2023-2028 have been sectioned into three focus areas as described in the table below. Specific goals within these areas can be found following the table.

Mission Focus	Strategic Outlook	Internal Harmony
People and organizations (Clients) will: <ol style="list-style-type: none"> 1. Have increased <u>understanding</u> of climate change 2. Be more likely to <u>accept</u> climate change is happening 3. Increase actions to adapt to climate change (<u>commitment</u>) 	Create, maintain, and evaluate organizational strategy	Build and maintain a healthy, fun, and effective organization that reflects our overall approach

- A. Focus Area **Mission Focus** has the following goals
 1. Have activities at a steady pace (12 events total) (Target Netherlands Geographic focus: Netherlands, and client focus: Organizations)
 2. Continue activity/initiative development
 3. Evaluate organization's overall approach to achieving mission (Is it working: effective, efficient, innovative, etc.)
 4. Create network to support and further the mission of organization
- B. Focus Area **Strategic Outlook** has the following goals
 1. Utilize organizational strategy
 2. Be a financially healthy non-profit - with funding to carry out mission to its full extent. Financially healthy means debt free and covering costs.
- C. Focus Area **Internal Harmony** has the following goals
 1. Recruit the right talent and keep them

2. Create positive work environment

1.4 Strategy (Strategie)

This section describes how we are going to achieve our objectives and the activities that our organization undertake in the planned period.

Day of Adaptation is the most seriously fun agent for climate action: we make climate change discussions relevant and entertaining to you by creating a welcoming environment to share questions, perspectives and feelings. Our activities focus on personal reflection and participant collaboration to encourage climate action in our daily lives.

We recognize the following forms of organizations as existing community units and target to work with them:

- Private companies, particularly in finance, infrastructure and health sectors.
- Local communities in the Netherlands
- NGOs and public organizations including the Dutch government

2. Current Situation (Huidige situatie)

Where is the organization currently located. What has the organization achieved so far. What goals have you been able to achieve in the time that the foundation now exists?

Have all developments gone as expected? Have the objectives of previous years been achieved? If this was not the case, what could have been the cause. Should the work and work objectives perhaps be adjusted in order to achieve the objective.

2.1 Our Activities (Onze activiteiten)

Day of Adaptation has designed and developed the following ongoing activities. The activities have gained positive traction and continue to be our focus for the coming years.

1. **Dialogue Day:** it is a fun and motivating team building activity that offers an authentic way for the participants to grasp the effects on their work and lives, and explore relevant climate action. See Attachment 1 for the info sheet on Dialogue Day.
 - a. Feb 2019: first public Dialogue Day
 - b. June 2019: first paid Dialogue Day
 - c. So far 8 public and organization-based Dialogue Days have been held
2. **Game Day:** It is an exciting and unique combination of experiential learning and team building based on a collaborative board game on climate change and adaptation. See Attachment 2 for the info sheet on Game Day.
 - a. Development and playtesting completed
 - b. In client acquisition phase
3. **Website:** see dayad.org

4. Social media publications

- a. LinkedIn <https://www.linkedin.com/company/13070828/>
- b. Twitter @dayadorg <https://twitter.com/DayAdOrg>

New and exciting opportunities can of course always arise and may be explored as they occur. It will be important that Day of Adaptation stay on course of our mission and only carry out activities that actually contribute to our mission and objectives.

2.2 Examples of our activities (Voorbeeld van onze activiteiten)

Here are concrete examples and photos of the past activities that Day of Adaptation has accomplished and is proud.

1. Dialogue Day



Selected photos from public Dialogue Days

2. Game Day



Selected photos from Game Days

3. Organization (Organisatie)

Stichting Day of Adaptation is registered in Haarlem, the Netherlands as a non-governmental organization (stichting). Below is the basic registration information:

- Chamber of Commerce (KvK) is 73411620
- Legal Persons and Partnerships Information Number (RSIN) 859523202
- Mailing and physical address (Post/bezoekadre): Gortestraat 14, Haarlem, NH, Nederland
- Tel: +31 (0)6 16 69 22 66
- E-mail: info@dayad.org

All staff of the Day of Adaptation, including the board, receives no compensation for their efforts, services or work. Any expenses incurred for the work by the staff may be reimbursed to the staff according to the Dutch law.

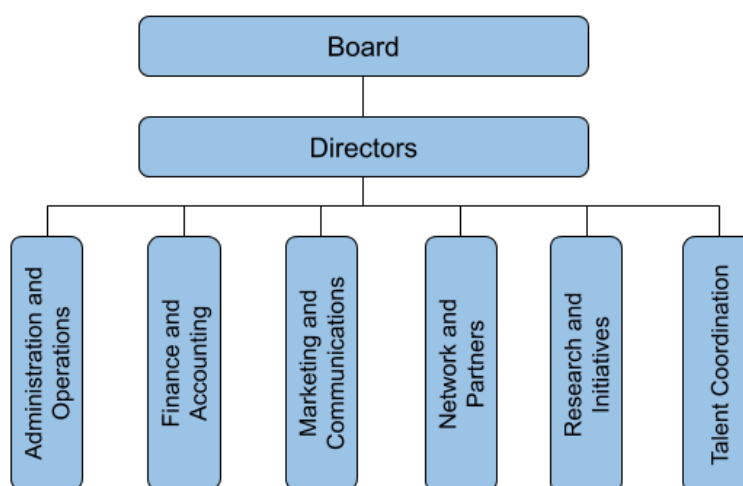
3.1 Board (Bestuur)

The board represents the foundation. The board members are appointed to their position. The current board consists of three members chairman, secretary and treasurer. The board is responsible for managing the foundation.

- **Chair (Voorzitter):** Sharon Smit
- **Treasurer (Penningmeester):** Maria Dali
- **Secretary (Secretaris):** Perle Laouenan-Catchpole

3.2 Organization Structure (Organisatiestructuur)

We have a cluster-based organization structure to allow flexibility and provide necessary dynamics. There are six clusters, and each cluster consists of a team of staff who coordinate among each other and with other volunteers from other clusters to carry out relevant responsibilities. Below is a layout of the organization structure.



- **Administration and Operations** supports organizational wide operations, administrative issues including IT and requisitions.
- **Finance and Accounting** supports planning, organizing and accounting for the organization's finances. Also produces the company's financial statements.
- **Marketing and Communications** creates and shares a consistent story across marketing platforms, with a knowledgeable, credible, fun and professional tone.
- **Network and Partners** identifies existing organizational resource needs including funding, talent and time to achieve established goals.
- **Research and Initiatives** is the solar panel (replacing carbon-vocabulary: "engine room") of the organization to provide powerful and relevant content to support the initiatives, as well as evaluate and publish the foundation's research work if feasible and impactful.
- **Talent Coordination** provides on- and offboarding staff support, ensures staff are engaged and satisfied with the work experience, and provides support and care for staff members including suggestions, complaints and recognition.

3.3 Staff (Werknemers)

We are currently 100% volunteer-based. See a list of current volunteers below. We are a team from various backgrounds: some have day jobs, some reside on other continents, and some participate in multiple clusters.

The plan in the future is to have a mix of paid and volunteer staff when steady funding sources becomes available.

4. Finance (Financiën)

Money is needed for the design and implementation of our initiatives. This section provides an overview of the finance plan in terms of budget and costs needed to finance our initiatives with the emphasis on the transparency and reliability of the organization.

It does not include an overview of the costs and benefits in the policy plan, which will be included in the annual reports.

4.1 Fundraising (Fonds werven)

The organization will raise funds to finance the projects through the following possible channels:

- Fee from Dialogue Day and Game Day events: build-up over time
- Subsidies from EU or NL government and other institutions: underway
- Sponsorship from companies that invest in climate communication and disaster preparedness: seeking funding sources
- Donation from crowdfunding: build up over time

4.2 Management of assets (Beschikken over het vermogen)

The following are the guidelines for management and spending of assets:

- The foundation may not hold more capital than is reasonably necessary for the work for the purpose of the foundation.
- The freely disposable capital may not exceed what is reasonably necessary for the continuity of the work provided.
- The board is authorized to decide to enter into agreements for the acquisition, disposal and encumbrance of registered property, provided that the decision is taken with the suggestions from the staff.
- The board is authorized to decide to enter into agreements whereby the foundation undertakes to act as guarantor or joint and several debtor for a third party or undertakes to provide security for a debt of another, provided that the decision is taken by unanimous vote of all position of directors;
- The board can only take decisions in a meeting if a majority of the board members in office are present or represented and the director of the Foundation is present.

4.3 Multi-annual budget 2023 - 2027 (Meerjarenbegroting)

Budget	2023	2024	2025	2026	2027
Available funding for activities					
• Income from own activities	€8,000	€8 000	€8,000	€8,000	€8,000
• Donations, gifts and subsidies	€300	€300	€300	€300	€300
Total available funding	€8,300	€8,300	€8,300	€8,300	€8,300
Expenses on activities					
• Programme development costs	€1,000	€1,000	€1,000	€1,000	€1,000
• Activity costs	€2,000	€2,000	€2,000	€2,000	€2,000
• Overhead costs	€6,300	€2,000	€2,000	€1,500	€1,500
Total expenses	€8,300	€8,300	€8,300	€8,300	€8,300
Designated reserve					
	0	0	0	0	0

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Document last updated: November 2023

Attachment (Bijlage)

1. Info Sheet on Dialogue Day

Plezier Ontmoet Motivatie

een ervaring waar je team van zal genieten



Waarom Dialogue Day?

Je waardeert je team. Je wilt frisse ideeën om de productiviteit te verhogen en het geluk van je personeel te bevorderen. Dialogue Day is een nieuwe en boeiende manier om de klimaatverandering te bespreken - licht, interactief en relevant. Je team verdient een pauze van de dagelijkse taken en geniet van een unieke manier om elkaar te inspireren door te lachen. Het hosten van een Dialogue Day is een fantastische gelegenheid om je teamleden te stimuleren, terwijl zij ook informatieve en innovatieve perspectieven krijgen op duurzame groei voor je organisatie.

Over Dialogue Day

Dialogue Day is een leuke en motiverende teambuilding activiteit. Het biedt een aantrekkelijke en authentieke manier voor je teamleden om elkaar beter te leren kennen. Samen zetten we de klimaatverandering op zijn kop, maken het voor iedereen behapbaar en verkennen we het aanpassingsvermogen van je team. Afgestemd op je organisatie is Dialogue Day een spannende en meeslepende activiteit waar je team van zal genieten.

Voordelen voor hostorganisatie

- Unieke manier om medewerkers te betrekken en motiveren
- Gezamenlijke interesse in innovatie over strategieën en producten
- Hoger aanzien van de organisatie

Voordelen voor deelnemers

- Verhoog de productiviteit en prestaties
- Verbeter de tevredenheid van het werk en de moraal
- Ontdek actuele issues door plezier en interactie



Over Day of Adaptation

Day of Adaptation is een non-profit organisatie opgericht in 2018. Onze visie is om bedrijven, ngo's en overheden in staat te stellen om effectieve klimaatacties en duurzame groei te realiseren. Wij ondersteunen organisaties zoals de jouwe om je personeel te betrekken en te motiveren door middel van leuke activiteiten.

dayad.org



info@dayad.org

(Versie: 201904)

2. Info Sheet on Game Day

Geef je team kracht door serieus plezier te maken



Game Day is een spannende en unieke combinatie van teambuilding en experiential learning activiteit op maat van je organisatie. Elke sessie bestaat uit twee delen: ten eerste speelt je team Minions of Disruptions, een nieuw collaboratie bordspel over klimaatverandering en aanpassing. Vervolgens helpt een discussie je team om na te denken over de spel interacties en deze te relateren aan hun werk. Dit is een positieve en gezamenlijke ervaring die je team leuk zal vinden.

Waarom Game Day?

Is je organisatie klaar om zich aan te passen aan de klimaatverandering? Inspireer je team om een gedeelde uitdaging aan te gaan en verbaas je over wat ze kunnen bereiken. Game Day ontketent een tijdige en noodzakelijke dialoog over klimaatverandering die relevant is voor de licentie van je organisatie om te werken.

Voordelen voor organisaties

- Versnel het begrip van organisatorische risico's
- Verbeter holistisch organisatorisch inzicht en besluitvorming
- Vonk innovatie en samenwerking aan in het dagelijkse werk

Voordelen voor deelnemers

- Ervaar de gevolgen en acties van klimaatverandering op een tastbare manier
- Communiceer kernboodschappen met teamleden
- Ontdek hoe hun beslissingen de werkresultaten aanzienlijk kunnen verbeteren



"Leuk, indrukwekkend, leren door te doen"

- Lana Garrels, Gemeente Amsterdam

"Een van de beste groepsspellen die ik heb gespeeld"

- Abe Scholte, technologieadviseur

"Ik vind het spel zo leuk dat ik het mee naar huis wil nemen"

- Saskia de Jong, dichter



2-3 uur



6-45+ deelnemers



Medewerkers op alle niveaus



Geschikte vergaderzaal in-house of off-site



Nederlands, engels



Over Day of Adaptation

Day of Adaptation is een non-profit organisatie met de missie om mensen en organisaties in staat te stellen de aanpassing aan de klimaatverandering te begrijpen, te accepteren en zich eraan te binden. Door deel te nemen aan onze activiteiten, worden je teams geïnspireerd om te begrijpen en zich aan te passen aan de klimaatverandering in het dagelijkse werk en leven.

dayad.org



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(Versie: 201901)