

PREFACE

This document is the first policy plan for the Green Dream Foundation, initiated by architecture office and urban designer MVRDV and founded in the last quarter of 2021. The Green Dream Foundation contributes to a future that is social, green and exciting.

The dream is to contribute to a better world, by participating in, initiating and supporting meaningful projects that improve and not damage the globe. Projects that inspire others (such as clients, collaborators and other companies) in the field of architecture to contribute to a better world. The Foundation focuses on reducing and compensating CO2 emissions, and to stimulate and promote biodiversity in architectural practices in general at first in the Netherlands and later in the international realm.

The Foundation will be the vehicle through which funding will be generated and through which projects will be selected and donations made. The Foundation will be financed by, among others, an annual financial contribution made by architectural offices and urban designers. MVRDV is the first to commit to contributions during a longer period of time.

This policy plan gives an outline of the vision, mission, ambitions, activities, investments and ideas for the upcoming years (2022 - 2024).

1. VISION AND AIM

The Green Dream Foundation believes that architectural practices should contribute to a social, green and exciting future.

1. The Green Dream Foundation aims to diminish the ecological footprint of architectural and urban development practices through investments in CO2 - emissions and / or other means to strengthen sustainable efforts.

2. The Foundation aims to promote the Sustainable Development Goals in urban development and architectural practices, both inside and outside the Netherlands. The GDF stimulates these practices to join forces to increase the impact of their sustainability efforts.

3. The Foundation aims to initiate and support social and educational initiatives in the fields of creativity, arts, culture, product development, interior design, architecture and urban development inside and outside the Netherlands.

2. ACTIVITIES 2022 - 2024

During the first years, the activities of the Foundation include the setup of the Foundation, its investments and PR activities.

a. Foundation setup

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Foundation setup and establishing procedures including the 'allocation principles', attracting investments and implementing organizational procedures (2022 develop and first year of execution).

In the first year we need to develop and iterate on 'our way of working'; procedures, budgets, open calls and PR need to be put in place. In the years 2022 - 2024 we will reflect and improve the procedures.

In general three kinds of investments (not in a specific order):

- forest development
- green initiatives
- award students

b. Major investment: Acquisition forest (2022 first investment)

There are multiple possibilities to compensate CO2-travel emissions. The Green Dream Foundation investigated several organizations and their way of working during the past months. The foundation will invest in a forest and agree with the selected organization on planting the forest. We will look into the possibilities of branding the forests for specific companies and for the GDF.

The longer term aim is to develop the forest into a 'destination' for people that live in its surroundings. E.g. through designing folies and artworks in the forest. These possibilities will be explored.

In 2022 the first investment will be made. During multiple years a major part of the Foundation funds will be invested in its forest.

c. 'Green Initiatives and special projects'

The Green Dream Foundation will support green initiatives from others (outside the GDF) that fit the purpose of the Foundation. Initiatives supported from the foundation will be separate/ distinct - of projects that could be executed by the architectural offices committed to the foundation as an assignment. During this policy period we will explore the possibilities and the kind of proposals proposed to the Foundation.

If necessary, we will develop at the end of this period an outline for the green initiatives investments.

d. Student awards (set up 2022, first award 2023)

A student award will be put in place for students who improve and inspire in the field of architecture to contribute to a better green world. In 2022 we will develop a project plan for these awards (including focus, procedure). The award will be launched as well in q3 of 2022. The first award ceremony will be held in 2023.

e. Enlarge supporters base / financial contributions third parties

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In the years 2022- 2024 we will enlarge the supporters base of the foundation. Clients of architectural offices such as MVRDV and affiliates will be invited to contribute financially. Reasons to participate is to compensate for their own CO2 - emissions of their own travel arrangements and in their own architectural projects. We believe that companies will undertake their sustainability efforts, if they can join the Foundations activities.

The supporters of the Foundation will be allowed to mention their membership and the agreements made with the GDF in their fee proposals.

f. PR - activities

PR activities will be undertaken in order to have a space to communicate transparently about the Foundation activities. The aim of the communication efforts is to get more offices involved.

In 2022 (q1 and q2) activities will focus on:

- Setting up website/ brand,
- Transparent information flow,
- General communication, such as transparent reporting (financial)

2022 - 2024

- Communicate activities, calls, rewards financial statements

3. ASSET MANAGEMENT & INVESTMENTS

The Foundation will receive its income in the following way:

- an annual donation from architectural offices and urban developers. MVRDV already committed to such an agreement. The amount of the donation will be determined by the architectural offices on an annual basis. The GDF will make a plan in the coming year on the minimum amount offices should donate.
- donations from other partners who wish to support the activities of the Foundation.
- reserves can be set up for a specific goal or project whereby funds are set aside.

In principle the Foundation will distribute all of its funds to projects and causes which are in line with its goals. However, the necessary costs related to the running of the Foundation and its activities will be paid for by the Foundation. These will be limited but will include:

- website set-up and maintenance
- PR costs
- travel costs and out of pocket expenses of the Board
- other incidental costs related to the activities of the Foundation

The Foundation will have its own financial administration (including a bank account). Annual financial statements will be prepared, which will be filed at the Chamber of Commerce and

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published through the website. Information about the specific projects funded by the foundation will be made available through our own channels.

4. ORGANISATION // BOARD // ADVISORY BOARD

The board* has at least 3 members / people. For this policy period board members are

Chairman	Marieke Rietbergen
Secretary	Tala Alrufaie a.i.**
Treasurer	Sarah Finn

** Usually a new board is appointed every 4 years*

*** For 1 year, after which a new (internal) secretary will be chose*

The board will meet 4 times a year.

The board will not receive any remuneration, except for travel and out of pocket costs.

Prior to these meetings the secretary will prepare

- An agenda including the required documents and decisions to be made.
- Part of every meeting is general foundation issues (annual statements, information on supported projects, PR, finance).
- Each meeting will focus on one kind of activity to invest in. The secretary will develop an overview of potential projects that meet the criteria. In this meeting decisions will be made on how to allocate the funds.
 - forest
 - green initiatives and special projects
 - student awards

Experts and Advisory Board

The Foundation will set up a procedure to establish an advisory board that will advise on how to invest the funds to maximize our sustainable impact. Experts will be asked to advise on specific proposals if the board and advisory board feel they have a lack of knowledge to make a sound decision.

GENERAL INFORMATION

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