



Policy Plan 2022

Table of Content

Content	2
1. Background	3
1.1 Raising the EyeOn Foundation	3
1.2 ANBI status of the EyeOn Foundation	3
1.3 Purpose of this Policy Plan	3
2. Introduction	4
3. Objectives	5
3.1 Aimed impact	5
3.2 Absence of profit motive	6
3.3 Destination liquidation balance	6
4. Strategy	7
4.1 Activities to be performed	7
4.2 Capital of the Foundation	7
4.3 Fundraising and management	7
4.4 Spending policy	7
4.5 Decision making within the Foundation	8
5. Governance	9
5.1 Foundation Board	9
5.2 Current composition of the board	9
5.3 Support to the board	9
6. Other guidelines	11
6.1 Reward Policy	11
6.2 Administrative organisation	11
6.3 Publication obligation	11

1. Background

1.1 Raising the EyeOn Foundation

The initiative for the EyeOn Foundation was first introduced during the EyeOn Social days in September 2021.

Most of the year 2021 was dominated by strict COVID restrictions in Europe, that made meeting each other in person almost impossible. During a short period of less strict rulings all EyeOn employees gathered for spending a few exciting and challenging days together in Vaals, the Netherlands. This was also when of the founders of EyeOn, Andries Mulder, announced his retirement.

The EyeOn Foundation aims at using the power of EyeOn to deliver a valuable social contribution to our society. Predicting the future – forecasting – is our core expertise. With the EyeOn foundation we aim to go one step further, we want to impact the future. As Mahatma Ghandi once said: “Be the change you wish to see in the world.”



1.2 ANBI status of the EyeOn Foundation

Although the EyeOn foundation will have international activities, we’ve assumed that it will be located in the Netherlands and is subject to Dutch legislation. In order to accelerate the reach of the foundation, the foundation will request for an ‘ANBI’ status with the Dutch tax authorities.

1.3 Purpose of this Policy Plan

This policy plan describes the way in which the objective of the institution will be implemented.

2. Introduction

In this policy plan, the board of the EyeOn Foundation lays down the current policy. This policy plan was adopted by the board of the foundation in the meeting of in the board meeting of February 9th, 2022. The policy plan will be evaluated annually and, if necessary, be updated.

The EyeOn Foundation is established in 2022 as a not-for-profit organization. The foundation receives most of it's contribution from the shareholders related to the value development of EyeOn, whereby the board of the EyeOn Foundation independently from these funders determines which projects are supported.

100% of the available funds in the Foundation is spend on the social objectives as defined for the EyeOn Foundation.

3. Objectives

3.1 Aimed impact

The EyeOn Foundation aims at using the power of EyeOn to deliver a valuable social contribution to our society.

Predicting the future – forecasting – is our core expertise.

With the EyeOn foundation we aim to go one step further, we want to impact the future. As Mahatma Gandhi once said: “Be the change you wish to see in the world.”

The EyeOn foundation aims to motivate and facilitate EyeOn employees to engage in activities that serve a general interest.

This can be done by:

- Projects that use the knowledge, skills and tools in the field of Planning & Forecasting that are available within EyeOn for other non-profit organizations with a social objective. These projects lead to demonstrable social improvements (for example in the field of waste reduction, aid to NGOs, sustainability, etc.) while no budgets are available.
- To support personal initiatives of one or more EyeOn-ers who pursue a general goal.

In executing these activities, the foundation will always strive for strong cooperation with other organizations like s NGO’s, universities, non-profit / charity organizations, etc.

The scope of both activities are the Sustainable development goals as defined by the UN. Activities should generate clear deliverables that relate to one or more of these goals.



In order to give the foundation a clear direction, the board will define priorities in these goals in 2022.

3.2 Absence of profit motive

The EyeOn Foundation does not have a profit target. All available resources are used for the intended purpose.

3.3 Destination liquidation balance

As can be seen from article 14 of the articles of association, a positive liquidation balance will have to be spent on behalf of an ANBI with a similar objective or of a foreign institution that exclusively or almost exclusively aims for the public benefit and that has a similar objective.

4. Strategy

4.1 Activities to be performed

The Foundation executes following activities:

1. Ensuring that the objective and possibilities of the EyeOn foundation are known to all EyeOn employees,
2. Assessing applications and awarding contributions to projects for non-profit organizations in which EyeOn's specific knowledge, skills or tools are used,
3. Assessing applications and awarding contributions to EyeOn projects that serve a general interest,
4. Management of the required resources and transparent reporting thereof.

4.2 Capital of the Foundation

The institution will not hold more capital than is reasonably necessary for the continuity of the planned activities for the purpose of the institution.

4.3 Fundraising and management

The resources of the EyeOn foundation come from the value created by EyeOn. The founders and shareholders of EyeOn have committed to an initial donation adding up to a total of about 20.000 euro's per year for the period 2021 - 2025.

Additional income streams might be developed by the board of the Foundation.

4.4 Spending policy

Criteria for awarding a contribution to projects in which the specific knowledge, skills or tools of EyeOn are used are:

- The project is carried out for an/or together with a non-profit organization that serves a public interest,
- The contribution must be underpinned with a project plan that is agreed with the target organization,
- It must be clearly explained why the target organization has no own funds for this activity,
- EyeOn is prepared to make the hours and tools available at cost price.



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Criteria for awarding contributions to EyeOn projects that serve a public interest are:

- At least one EyeOn employee must be actively involved in the execution of the activity. This EyeOn-er has a visible task in the organization.
- The activity serves an undisputed public interest. The board may identify sectors that are primarily aimed at and sectors that are excluded.
- In order to lever the proceeds, the EyeOn foundation contributes a maximum of 50% of the total income of this activity.



4.5 Decision making within the Foundation

On the basis of article 7 of the articles of association of the institution (provision regarding the decision-making by the board) and its actual activity, no (legal) person has decisive say within the institution. Thus, no (legal) person can dispose of the assets of the institution as if it were its own assets.

The WBTR (July 2021) prescribes that board members may not have any personal or derived interest in decisions of the foundation.

Funders are not involved in any of the decision-making within the Foundation. The foundation acts, from a legal point of view, completely independently.

5 Governance

5.1 Foundation Board

Board membership is open for all EyeOn employees. Ideally, the board has between 8 and 10 members with a good spread over the EyeOn countries and teams.

The board appoints within these members an executive committee that exists of a chair, a secretary and a treasurer.

All board members advice on the incoming proposals. The executive committee makes the final decision: only unanimously supported proposals are accepted.

Board members are appointed for a period of maximum 3 years. This appointment can be extended for one more term.

Members of the Executive Committee are also appointed for a maximum of 3 years, with the possibility to extend for one more term.

In case of vacancies, the board recruits new members from EyeOn employees and will appoint its own new members.

5.2 Current composition of the board

For 2022, following EyeOn employees are member of the foundation board during the start-up.

- Jean-David Risson
- Bram Kurstjens
- Alvaro Tudanca
- Zoe Connell
- Enrique De La Fuente
- Guus Dekker
- Roos Herrings
- Anouk van den Eijnden

Bram, Zoe en Guus will act as the acting Board during the formal establishment. Once fully operational, the board will decide again on the composition of the board.

5.3 Support to the board

The Foundation board is supported by a secretary. This secretary executes following tasks:

- Planning of the foundation activities,
- Organization, preparation and reporting of board meetings,
- PR: Newsletter, web-site content, etc.
- Publication of the yearly report.

Andries Mulder will fill in this position during the start-up phase.

6 Other guidelines

6.1 Reward Policy

The members of the management board/supervisory board do not receive any remuneration for their work, in accordance with article 7 of the articles of association. Expenses incurred in the performance of the board function are reimbursed, provided they are not excessive. The foundation has no employees.

6.2 Administrative organisation

The Foundation holds a banking account with the Rabobank, account
The administration of the institution is carried out by.....
The institution's annual accounts are prepared by.....

6.3 Publication obligation

The institution complies with its publication obligation through the website www.eyeon.nl/foundation.

