



## COMPANY POLICY 2018

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## Foreword

A simple idea that recently went viral has taken shape through the start of the first Ecosystem Restoration Camp in Spain. Soon, volunteers around the world will take vacations, develop skills, and conduct studies at camps whose goal is to restore land degraded by human activity. More camps are planned all over the world.

A year ago, John D. Liu, filmmaker, researcher, and ecosystem activist first shared the concept of the camps on Facebook. It immediately went viral, resonating with people who realize that ecosystems are under severe threat worldwide. The camp volunteers will supplement the work of institutions already involved in large-scale ecosystem restoration such as the World Bank or the Global Environmental Facility.

“Engaging large numbers of people immediately and directly to restore and revegetate degraded lands all over the world is the best way we have to sequester carbon and makes it possible for everyone to participate in mitigation and adaptation to climate change,” says John D. Liu.

The camps will strengthen local communities, helping to restore their land and the biological life that stems from it. They are a straightforward way to fight poverty, famine, climate change, loss of freshwater resources, desertification, and biodiversity loss. Proven sustainable agricultural techniques such as permaculture, agro-ecology, and regenerative agriculture will be put into practice at the camps. The camps will bring degraded areas back to life, enabling communities to benefit from a regenerated landscape.

Ecosystem restoration takes time and labour. The camp model is unique because it fosters a rewarding experience for people, while minimizing labour and organizational costs. Restoration at camps can occur over many years without a large permanent staff, as the camps tap into a large international pool of potential volunteers, students taking relevant courses, employees of corporates who are seeking personal development, and a new segment in tourism – impact tourism. Only a small skilled staff is needed to run day-to-day operations.

Everyone, including those that live in the local community, can participate in restoration. Campers do not need extensive experience in agriculture or ecological restoration in order to join. The camp will provide Permaculture Design Courses and other educational opportunities for its visitors. Furthermore, people can stay for weeks, months, or years, becoming part of a growing global network of people who are tackling the consequences of climate change and land degradation from a local, hands-on perspective.

## 1. Introduction

This Policy Plan is written in compliance with the rules and regulations of the Dutch Tax Authorities. The Ecosystem Restoration Camps Foundation has a tax-exempt status in the Netherlands intended for organisations that are aiming to resolve social issues. This status is called “Algemeen Nut Beogende Instelling (ANBI)” in Dutch. This document consists of a view on the Articles of Association as far as ANBI rules and regulations are concerned, a summary of the Activities of the Stichting Ecosystem Restoration Foundation, its Finance and its Governance structure. The policy plan will be adjusted annually if necessary.

Stichting Ecosystem Restoration Foundation (ERF) is a non-profit organisation founded by a movement of people who wanted an action-based solution to address accelerating climate change. The camps are a practical, hands on way to restore land degraded by humans.

## 2. Strategy

### 2.1 Core principles of the Foundation

#### Our Vision

We envision a fully-functional, peaceful, abundant, biologically diverse Earth brought about through cooperative efforts for the ecological restoration of degraded lands.

#### Statutory objectives

The objectives of the institution are contained in Article 3 of the Articles of Association and are as follows:

- Contribute to a fully functioning, peaceful, abundant and biologically diverse Earth through common activities to restore degraded landscapes;
- Collaborate to restore ecological functionality (natural infiltration and storage of all available rain and moisture, fertile organic soil and full vegetative protection of trees and grasses) in designated areas and to build "Research-, training- and innovation centers for ecological restoration" to raise interest in people in ecological restoration, train people in existing techniques and for the development of new techniques to restore depleted soils for the future;
- We believe that all beings are equal and endowed with inalienable rights. We want to restore the ecological basic functions voluntarily, joyfully and peacefully, so that all people and living beings can live together in harmony;

- We choose to work together to restore the fundamental ecological integrity of the earth and train large numbers of people to contribute to it so that the learned methods can be applied throughout the world;

### **Absence of profit**

The Foundation is a non-profit institution, as shown in Article 3, paragraph 2 of the Articles of Association. The institution does not seek profit for the sake of profit itself. This is according to the fact that the institution's activities achieved revenues are used to benefit its objectives.

### **Destination liquidation balance**

As stated in Article 19, paragraph 6 of the Articles of Association, any liquidation proceeds will be spent for the benefit of one or more charities with the status ANBI (in the Netherlands) with a similar objective or a foreign institution with a general interest or a similar objective.

## **3. Organisation**

Name institution: Stichting Ecosystem Restoration Foundation

Public name: Ecosystem Restoration Foundation (ERF)

RSIN/Fiscal number: 857304161

KvK number: 68105800

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### **3.1 Board**

The Supervisory Board is the highest body of the Foundation and has the task of overseeing the management's policy and the general affairs of the institution. On average, the Board meets 6 times a year. The Supervisory Board consists of five members,

#### **Supervisory Board**

- Mr. Francois De Keuleneer, chairman
- Ms. Marieke Karssen, secretary
- Ms Erin Beasley, member
- Mr. Rhamis Kent, member
- Ms Jane Wesega, member

- Mr. Steven Lang, member

### **Advisory Board**

The Foundation has an independent Advisory Board. This consists of leading professionals with a foundation relevant expertise, network and experience. This multidisciplinary team advises the institution solicited and unsolicited.

- Mr. John D. Liu, chairman
- Mr. Tim Harland, member
- Mr. Ben Falk, member
- Ms May East, member
- Ms Maddy Harland, member
- Mr. John Todd, member
- Mr. Patrick Worms, member
- Dr. John Todd, member
- Mr. Ronnie Cunnings, member
- Mr. Dietmar Roth, member
- Mr. Andre Leu, member
- Mr. Albert Bates, member
- Mr. Warren Brush, member
- Ms Charling Tao, member
- Ms Lauren Tucker, member
- Mr. Daniel Wahl, member
- Prof. Li Rui, member
- Mr. Rob Wheeler, member

### **Board of Directors**

- Mr. Pieter van der Gaag, Chair and Executive Director
- Mr. Jan Hein van der Hoeven, Member and Operational Director

## **3.2 Remuneration policy**

The Supervisory Board is in charge of the - periodically evaluated - remunerative policy due allowances being made in this respect for the Wijffels Committee's "Governance Code for Charities".

The members of the Supervisory Board receive no financial reward for their work.

## 4. Policy

### 4.1 The activities of the organisation

The mission of the Ecosystem Restoration Camps is to work together to restore ecological functionality, to build Research, Training and Innovation Centres for Ecological Restoration, to engage people in inquiry into ecological restoration, and train people in how to restore degraded lands in perpetuity.

Currently the foundation has helped develop the first Ecosystem Restoration Camp in Spain through funds, volunteers and knowledge. The area is connected to a larger project supported by Commonland Foundation. In the meantime the ERF is working towards new camps in Latin America, Asia and Africa. With the experience gained from the first camp and the ability to manufacture the camp infrastructure the Foundation will be able to speed up building time while at the same time attract more paying members using the first camp as a showcase.

By performing the above activities, the Foundation contributes to the realization of the objectives set out in Article 3 of the Articles of Association.

### 4.2 Recruitment of funds

The Foundation recruits funds for the purpose of the institution's objectives through the following fundraising activities:

- Crowdfunding
- Donations
- Legacies
- Grants

All acquired funds are solely for the benefit of the Foundation. The management of the income obtained takes place as follows. The funds are deposited by the Operational Director on the Foundation's bank account. It is therefore under the responsibility of the board. Periodic reports are obtained from the bookkeeper. The cost of management is subsequently recognized in the accounts.

The foundation strives to reduce management costs to no more than 20% of the total budget. In the future the aim is to reduce this to a maximum of 15%. The higher initial overhead is in line with normal startup costs vs relatively lower income.

### 4.3 Capital of the foundation

The Foundation does not hold more capital than is reasonably necessary for the continuity of the anticipated projects of the institution its objectives.

### 4.4 Spending policy

The Foundation spends the income received in accordance with the objectives as evidenced in the Articles of Association.

### 4.5 Access to the assets of the Foundation

On the basis of Article 9 paragraph 4 of the Articles of Association, no single (legal) person has a decisive say within the institution. Thus, no single (legal) person has the ability to access and manage the Foundation's assets as if they were their personal assets.

## 5. Activities of the foundation

The Foundation seeks to achieve its goals mainly by (but not exclusively through):

- realising and maintaining an online presence, such as a website and online social media channels, to communicate with potential participants and sponsors of the foundation and to acquire funding for the foundation's activities;
- ensuring a good course of communication and cooperation between the participants in the projects of the foundation;
- organizing and managing and financing initiatives of the foundation such as the development of Ecosystem Restoration Camps;
- ensuring an online, user-led knowledge database that enables users worldwide to add, renew and recapture information with regard to setting up and maintaining ecosystem restoration camps.

### 5.1 Current situation

ERF has been active since february 2017 and has had an incredible start. People from all over the world have shown tremendous interest and have joined the cause. With the first

Ecosystem Restoration Camp developed and with 3 more camps planned to be started for this year we are becoming the grassroot movement we have envisioned. This also reflects the growing number of partners with whom we work: ERF has partnered with leading organisations as the Permaculture Research Institute, Commonland, World Permaculture Association, Regeneration International, Global Ecovillage Network, La Asociacion AlVelAl, Kiss the Ground, Down to Earth, and Gaia Trust.

In order to continue growing our organisation, two things are important this year. We need to attract a larger donor who gives us the opportunity to grow the operational capacity of the Foundation itself and we need to pilot the financial model of the camps so we can work towards self-sustaining camps.

### **Achieved 2017**

- ERF launched in 2017
- A qualified supervisory board has been set up
- An advisory council has been set up with leading figures in the field of ecosystem restoration
- We have established our first camp in Spain, including finding an optimized group of long-term and short-term volunteers
- The Foundation raised EUR 138.832,12
- The Foundation ended the calendar year with 380 paying members

### **Goals 2018**

- Finalize the recruitment of the Foundation staff
- Further develop volunteer circles who take on ERF related tasks such as education, communication, volunteer management, camp design, and ecosystem restoration design
- Launch 3 additional Ecosystem Restoration Camps
- Get to 2000 paying members
- Develop an online course
- Raise 1.5 MIO
- Receive the first guests at camps that pay for their stay
- Develop a corporate training package
- Develop a training course in regenerative agriculture and ecosystem restoration techniques

## **5.2. Future**

The ERF is more than a foundation, it's a movement. The camps are a metaphor for how to collaborate to restore the world while having fun doing it. Camping brings people together

“around the fire” and its in those unique spaces that we can connect and share experiences. This is important as we need to join forces to achieve restoration. We are at a crossroads with the world and its up to us to choose the right path. Currently, growth of the global population, expanding inequality, and land degradation are on a path to overwhelm the last healthy ecosystems. But we can change our path. The enormous amount of volunteers and other committed people have shown that Foundation is answering to a deeper call to action. Its up to us to this movement organise the will to act into a broad global impact.

There is no stopping the organization to grow into millions of members and volunteers worldwide. With all those voices the world will have to listen! Large businesses and governments at a certain point have to open their ears and change to a sustainable path.

In the future we will continue to launch new camps around the world, further streamline our support to existing camps, and build the knowledge for practical, affordable restoration. We hope to significantly increase our membership and grow the number of guests, volunteers, and participants in corporate training programmes and academic courses.