



**Wageningen Environmental
Platform (WEP)**

ANNUAL REPORT

2019-2020

Table of contents

Details board 2019-2020	2
Board members	2
Vision / goals	2
Collaboration and partners	2
Changes to the organisation	3
Activities	4
Overview	4
Period 1	4
Period 2	4
Period 3	4
Period 4	4
Period 5	4
Period 6	4
Services.....	5
Second-hand bookshop.....	5
Veggie bags.....	5
Finances.....	7

Details board 2019-2020

Board members

Chair - Leonie Gach
Secretary - Nynke Massop
Treasurer & bookshop manager - Christelle Klein
Veggie bags manager - Valeska Oudhof
Event coordinator - Stella Neefjes
Promotion manager - Niranjana Balram

Vision / goals

Our goal for this year was to make WEP more visible. We saw some great events that WEP organized in the past year, but we saw that the promotion was lacking, and only small numbers of people showed up. Therefore, we set out to improve the social media. This was accomplished as we grew our Instagram following from under a 100 to 1200 plus followers.

However, we noticed that it was still hard to draw people to our events. We were either organizing similar activities as other organizations or we were organizing very general sustainability activities, which would fit any organization. Moreover, we do not have members, which created a large barrier to overcome to join our events. We realized that it was more valuable if we focused on being a broad platform for sustainability by collaborating with other organizations on events. We arranged that WEP will provide next year's Green Active Network facilitator, to work closer with the Green Active Network and focus more on collaborating with other organizations.

Collaboration and partners

- Clothes sWEP with Aktief Slip and Green Office
 - WEP arranged the clothes swap
 - Aktief Slip arranged a make your own scrunchy workshop and made professional pictures of the event
 - Green Office arranged a solar cooking workshop
- WEPtalk on how to deal with the climate change crisis with XR
- Online docu night with Green Office, S&I, Foodsharing and VSAw
- AID market stand with Green Office

Changes to the organisation

We as Wageningen Environmental Platform want to focus more on being a platform for sustainability by supporting other organizations and their events. The Green Active Network (GAN) is a great network which allows sustainability organizations to collaborate and reach more students interested in sustainability. Therefore, we are going to contribute to the GAN by providing a GAN facilitator.

In the past years, we have experienced that it is increasingly hard to draw people to our organization and especially our events. This has multiple reasons. Firstly, many sustainable (GAN) organizations are organizing similar activities. It often happens that we are organizing the same activity as another organization, often even in the same week. Secondly, we do not have members, therefore there is a large barrier to overcome to join one of our events. Since we are a platform, we do not have members or a general member assembly. Thirdly, we do not have specific activities. Our activities are often things like documentary nights, cooking workshops or clothes swaps, since we are an organization that stands for sustainability in general. We do not have specific activities that would not fit any other organization.

Thus, it is more valuable if we as Wageningen Environmental Platform focus on being a platform for sustainability. We want to focus on collaborating and coordinating with other GAN organizations. There is no added value if we organize the same event that another GAN organization is already doing in the same week. It has always been at the core of WEP that we are a platform, and we want to focus more on that. We want to be in closer contact with GAN by providing a GAN facilitator and by collaborating with other GAN organizations on activities.

From next year onwards, WEP will provide the GAN a facilitator. We have a board consisting of six people, each contributing around six hours a week. This GAN facilitator is replacing the function of event coordinator and will work together with a second GAN facilitator. We are in favour of two facilitators so the workload can be divided, and the facilitators can work together. This is based on the experience in the past year, in which the workload of the facilitator was too much for one person. In the future, this could be changed to one facilitator if the tasks are reduced.

The GAN would like to slowly transition towards a more self-sustained platform, with a smaller set of responsibilities for the GAN facilitator and more responsibilities for the GAN organizations themselves. Members of GAN organizations could join committees that are taking over some responsibilities of the GAN facilitator. In addition, GAN would like to remain completely independent from any of the GAN organizations. Therefore, at the end of next academic year, the tasks of the GAN facilitators as well as which organizations provided the GAN facilitators will be reviewed. WEP is in favour of continuing having a facilitator for the GAN to chair the representative meetings and keep the overview of committees such as the Regreening and meet & mingle committee. We are not in favour of completely omitting the role of GAN facilitator. This is based on the experience of past years in which the GAN was inactive and chaotic without a GAN facilitator. If most organizations are in favour, WEP will continue providing one of the two GAN facilitators or the only GAN facilitator in the future.

Activities

Overview

A more detailed descriptions of the events can be found on our website's 'events' page.

Period 1

Summer Regreening with GAN network

Period 2

Clothes swap with workshops of AktiefSlip and Green Office

Documentary night

WEPTalk with Extinction Rebellion

Period 3

No events were organized during this period

Period 4

Documentary night

Sustainable cooking session

WEP book club

Period 5

No events were organized during this period due to Corona

Period 6

Online documentary night 1 with Foodsharing, Green Office and S&I

Online documentary night 2 with Foodsharing, Green Office, S&I and VSAw

Services

Second-hand bookshop

A lot of improvement was made in the bookshop this year. We digitalized a part of the administration processes with online forms and we made a public bookstore database so that students can figure out in advance if we have a book they are looking for.

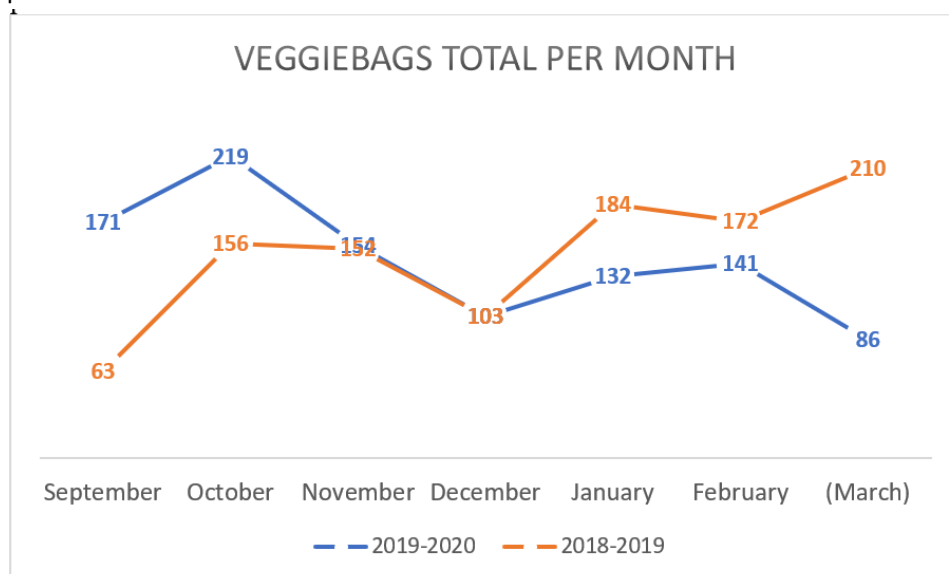
We sold a total of 93 books during the year. This is an improvement from last year, but we are still a bit disappointed the year ended so early. There was a collaboration with Into'Languages beginning just when the corona crisis began. Next academic year, we expect to resume this collaboration with the organisation that offers languages courses at the university. More language books to come in our bookstore!

On top of that, thanks to successful promotion we received a lot of new study books to be sold next year.

Total of books sold per period	
Period 1	49
Period 2	18
Period 3	11
Period 4	13
Period 5	0
Period 6	2

Veggie bags

The total veggie bags per month are given in the graph below, this year compared to last year. It only includes the academic year until March. As March 2020 is affected by corona this number is not representative for the whole month. After the first two weeks in March, the veggie bag service was paused.



In the beginning of the year, we had quite some trouble with veggie bags that went missing. This meant that some people that had ordered a bag couldn't find theirs because it was already taken by someone else. Over time we decided to check the bags every Tuesday (when the bags were delivered) and to change from letting people sign off their name themselves, to asking people for their names and letting someone from WEP sign off the name. This proved to be effective. With corona, it may be better to go back to letting people sign off their name themselves as to adhere to the required distance.

This year we also added the colors of the bags to the list to minimize confusion. However, we noticed that it still helps if the WEP person with the office shift is visible and approachable for the customers.

Another thing that changed during this year was the frequent emails that were sent to the customers every week. In the previous year, this was done to help remind people that they can suspend their order for the following week and to check whether the list for the following week was correct. However, it was decided with Tuinderij de Stroom that this should be clear when customers receive the welcome letter and information about the veggie bags. Also, because of privacy this was decided (sending around a list with names is not in line with privacy regulations). Instead, reminder emails were only sent to people who had not picked up their bag after the office shift of Wednesday yet, reminding them that Thursday was the last day to pick up the bag.

For next year, it is yet unclear whether and how the veggie bag service can continue. The latest update is that activities from external parties are not allowed on campus in the first semester of the next academic year. This includes the farm that delivers the veggiebags. Unless this measure is lifted, it looks like the veggiebag service cannot continue for now.

Finances

This year was tumultuous, and it shows in the finances. Income could hardly have been predicted at the beginning of the year. Luckily the budget was overestimated therefore there were hardly any losses. We organized quite a lot of fun events at a really low cost. For example, only stickers were purchased for the ClothesWep and we put a donation box if participants wished to contribute to our organisation. The free snacks offered during the many movie nights and the ingredients needed for the sustainable DIY activity organised during the Summer Regreening account for the largest costs for events.

This year we also began wearing board clothing. We each bought second-hand denim jackets and printed WEP's logo on the back. We purposely designed it so it could be reused for the next board. The costs were split between us and WEP's budget.

Board transport includes board member train or boat transport to external activities. For example, it was used to pay for the boat to go visit the Tuinderij, the local farm which provides us the local organic veggie bags. It is also used to partly refund board members that take the train to the biannual "Studenten voor Morgen" meetings in Utrecht. This year's costs also take into account some of last year's cost that were refunded late.

Printing costs include all paper and promotion costs during the whole year. This includes paper needed for the veggie bags and bookstore administration.

There were some unexpected costs also. Begin February we decided to try Facebook promotion for the first time targeted at incoming students.

The costs for diverse markets throughout the year were also not included in the budget. There were three AID markets and the Veste Board Market.

All in all, this was a good year for WEP even though there were adverse circumstances.

Income	Budget	Realization
Bookshop (1)	270.00 €	226.95 €
Veggie bags (2)	461.25 €	215.75 €
Donations during Clotheswep	- €	13.65 €
Total	€ 731.25	456.35 €

(1) budget based on 30E profit per month

(2) budget based on 45 subscribers all year long

Costs		Budget	Realization
Administration		135.00 €	126.77 €
	Bank account costs	90.00 €	106.20 €
	Bank card	20.00 €	- €
	Membership SvMorgen	15.00 €	15.00 €
	Office supplies	10.00 €	5.57 €
Board related		160.00 €	136.72 €
	Transport	100.00 €	76.67 €
	WEP jackets	60.00 €	60.05 €
Events		290.00 €	72.47 €
	DIY Summer Regreening	40.00 €	30.26 €
	Clotheswep	20.00 €	1.99 €
	Docu Nights (Snacks and buying films)	130.00 €	32.37 €
	Sustainable Cooking Session	20.00 €	7.85 €
	Other events	80.00 €	- €
Promotion		40.00 €	53.13 €
	Printing	40.00 €	53.13 €
Unexpected costs (10% of total)		70.00 €	74.14 €
	Promotion - Markets	- €	39.25 €
	Promotion - Facebook	- €	10.00 €
	Other	70.00 €	24.89 €
Total		€ 695.00	€ 463.23