

Policy Plan for Stichting UnitedPeoples

1. Introduction

Stichting UnitedPeoples (UP) is a foundation (stichting) established in the Netherlands with the mission to address humanity's systemic and global polycrises by organizing and catalyzing systemic global innovations and transformations. Our goal is to create a sustainable, just, and liveable world with equal opportunities for all. This policy plan outlines our strategic approach, objectives, activities, governance, and financial management to fulfill our mission and comply with the requirements for ANBI status.

2. Mission Statement

Stichting UnitedPeoples is dedicated to uniting a diverse coalition of knowledgeable, experienced, and motivated individuals to tackle pressing existential challenges. We aim to mobilize and empower millions globally, fostering collaborative solutions to community and sectoral challenges.

3. Objectives

- a. *Global Welfare and Development*: Improve global welfare and development, including hygiene, healthcare, and prevention for all.
- b. *Environmental Protection*: Protect nature and the environment, pursuing sustainability for animal welfare.
- c. *Sustainable Innovation*: Provide long-term welfare and security for all living beings by making the economy, production, science, research, and education more sustainable and innovative.
- d. *Access to Healthcare*: Provide all people, including children and the elderly, with access to good health and care according to humanistic values.
- e. *Reducing Inequalities*: Reduce inequalities within and between countries, peoples, communities, cultures, and genders.
- f. *Promoting Peaceful Societies*: Promote equitable procedures and institutions for peaceful and inclusive societies.
- g. *International Cooperation*: Collaborate with national and international partners and communities.

4. Activities

To achieve our objectives, UnitedPeoples will, among other things, engage in the following activities:

- a. *GlobalCircles Deployment*: Establish 15 GlobalCircles by 2025, each addressing key domains such as sustainability, health, education, and social economics.
- b. *LocalCircles Deployment*: Support the formation of 80,000 LocalCircles by 2030, focusing on local community projects that align with our global mission.
- c. *Thought Leadership*: Engage 150 Thought Leaders to provide strategic direction, advocacy, and ambassadorship for UnitedPeoples initiatives.
- d. *Digital Platform Development*: Launch the UP HUB, an AI-driven platform to facilitate global collaboration and project management.
- e. *Systemic Transformation*: Organize systemic transformation through the mobilization, coaching, development, and collaboration of talented individuals.

- f. *Decentralized Leadership*: Promote the ideal of collaborative decentralized leadership (holacracy) and use appreciative inquiry to address major global challenges.
- g. *AI Tools*: Leverage AI tools to create technical platforms needed to support talented individuals in achieving systemic transformations at scale.
- h. *Fundraising*: Raise funds from domestic and international individuals, organizations, and companies to support our activities.
- i. *Establishing Entities*: Establish, manage, and participate in organizations or legal entities to accelerate our goals.
- j. *Educational Programs*: Develop and deliver educational programs to raise awareness and build capacity in areas relevant to our mission.
- k. *Research and Development*: Conduct research and development to innovate and implement effective solutions to global challenges.
- l. *Advocacy and Policy Influence*: Advocate for policies and practices that align with our mission.

5. Implementation Plan

Timeline:

- a. *2024*: Close on €10 million^{+/-} raise
 - i. Commence startup
 - 1. Recruit and onboard leadership team
 - 2. Establish governance structures.
 - 3. Recruit and engage Thought Leaders and domain experts.
 - 4. Establish operations/infrastructure in The Hague
 - 5. Design and commence development of UP HUB – the AI powered community platform.
 - 6. Prepare and launch first three GlobalCircles
 - 7. Beta-test LocalCircles in 5-10 markets
 - 8. Develop 3/5/10 year workback schedule with budgets
- b. *2025*: Raise funds per workback schedule noted above.
 - i. Deploy twelve remaining GlobalCircles
 - ii. When GC's fully deployed, commence launch of LocalCircles,
 - iii. Continue refinement of digital platform functionalities.
 - iv. Focus on Project development, acceleration and measurement
 - v. Establish BCorp vehicle for UP Igniter and Amplifier Funds
- c. *2026 onwards*: Continuous scaling with focus on impact measurement.

6. Financial Plan

Income Generation:

- a. *Donations*: Attract individual and corporate donations through fundraising campaigns and partnerships.
- b. *Grants*: Apply for grants from foundations and governmental bodies aligned with our mission.
- c. *Platform User Fees*: Implement tiered pay-as-you-can-user levels with associated benefits, leveraging our digital platform.

- d. *Impact Fund/Investments*: Engage in socially responsible public interest investments that align with our mission and generate returns to fund operations.

Asset Management:

- a. *Fund Allocation*: Allocate funds transparently to support operational costs, project development, and strategic initiatives.
- b. *Financial Oversight*: Implement robust financial management systems and regular audits to ensure accountability.
- c. *Reserves*: Maintain sufficient reserves to cover at least six months of operational expenses to ensure sustainability.

7. Governance

Organizational Structure:

- a. *Management Board*: Responsible for day-to-day management, consisting of key executives such as the CEO, COO, CFO, and other C-suite roles.
- b. *Supervisory Board*: Oversight body with at least five directors to hold the Management Board accountable.
 - i. The supervisory board positions are unpaid. Board members will not receive any remuneration for their work. However, reasonable travel expenses incurred in the performance of their duties will be covered, provided these expenses are pre-approved.
- c. *Advisory Board*: Comprising 11-15 subject matter experts providing strategic guidance without fiduciary responsibility.

8. Impact Assessment:

- a. *Evaluation Metrics*: Develop and report on key performance indicators to measure the impact of activities and projects.
- b. *Annual Reports*: Publish detailed annual reports highlighting successes, challenges, and lessons learned.

9. Stakeholder Engagement:

- a. *Community Involvement*: Engage stakeholders through forums, surveys, and events to ensure their input shapes our strategies and activities.
- b. *Partnerships*: Foster partnerships with other organizations, government bodies, and private sector entities to amplify impact.

10. Risk Management:

- a. *Risk Assessment*: Conduct regular risk assessments to identify potential threats to the organization and its activities.
- b. *Mitigation Strategies*: Develop and implement strategies to mitigate identified risks, ensuring resilience and continuity.

11. Long-Term Strategy

UnitedPeoples is committed to a long-term strategy that ensures the sustainability and scalability of our impact. Our strategic priorities include:

- a. *Building a Global Network*: Establish a global network of partners, collaborators, and supporters who share our vision and mission.

- b. *Scaling Up Innovations*: Identify and scale up successful innovations that address our core objectives. This includes replicating effective models in different regions and contexts.
- c. *Strengthening Institutional Capacity*: Invest in the capacity building of our organization and our partners to enhance our ability to deliver on our mission.
- d. *Monitoring and Evaluation*: Implement robust monitoring and evaluation systems to track progress, measure impact, and continuously improve our programs.
- e. *Sustainable Funding*: Develop sustainable funding models to ensure long-term financial stability and resilience. This includes exploring new revenue streams and building endowment funds.
- f. *Advancing Research*: Continue to advance research in areas critical to our mission, sharing findings and insights with the global community to influence policy and practice.

12. Conclusion

Stichting UnitedPeoples is committed to driving significant global impact through a well-structured and transparent approach, while advancing our mission to mobilize and empower a global movement for positive change.

By adhering to these guidelines and continuously striving for excellence, Stichting UnitedPeoples will not only fulfill its legal obligations but also inspire confidence and support from stakeholders worldwide.

For further information or clarification, please contact us at info@unitedpeoples.earth.