

Policy plan Picaflores.org 2017-2018

- The Picaflores concept and goals
- Start-up and registration as ANBI foundation in the Netherlands
- Organization
- Remuneration policy
- Activities



Picaflores.org

Version 1.0: December 14th, 2017

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Policy plan Picaflores.org

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THE PICAFLORES CONCEPT AND GOALS

Goals

The foundation aims to promote:

- a circular economy;
- methods, structures and technology for sustainable living and producing;
- nature conservation and nature and landscape restoration;

and performing all that is needed in relation to the foregoing that may be conducive in realizing these goals.

Mission

Our mission in relation to these goals consists of the following elements:

- To have a significant impact on the conservation and restoration of nature and the reduction of pollution in this world.
- To stimulate, facilitate and realize concepts for sustainable living and producing (inspired by tribal social structures in which people live and work together and take responsibility for their environment in a sustainable way).
- To create awareness and provide a meaningful future for (especially young) people and bring them into their strength.
- To do this in an ethical and sustainable way.

Our vision

It is our vision that there is an alternative for the current growth-based economic model that is achievable in a non-disruptive way. In the Picaflores concept, there is a significant economic value attached to **nature and societal health** as in the well-known PPP (**P**eople, **P**lanet, **P**rofit) model. However, in the end it is not about making financial **Profit** and growth in turnover, but about a sustainable future for all life on this planet.

There is a strong increase of consciousness in the world, especially among the younger generations. People long for change on the aspects of societal health, environmental concerns and nature conservation. The growth-based economic model, in which there is no value attached to nature and societal health, doesn't make us happier in the end. With the Picaflores concept we provide a possibility for people to participate, make a living and build a family while contributing to the sustainability of our planet.

In our vision we can attract both the funds and motivated talent if we offer a 100% ethical and sustainable approach in which the need for personal gain and power cannot interfere. This is arranged in the concept manual and guidelines that are strict on core values and organization principles. The organizational set-up, legal structure and governance are in line with this and are fully transparent. Only then intrinsically motivated talent and sponsors with the same dream will engage wholeheartedly and that is what the concept needs to be successful. It builds on the power of shared talent that wants to leave a better heritage for future generations.

“Picaflores” means “hummingbirds” or “kolibris” in the Quechua language of the Andes and the name is chosen in honor of two inspirational leaders from Peru and also because of what it symbolizes for the native inhabitants: the messenger of the universe (comparable with the function of Hermes in Greek mythology). During the initiation phase, we were also inspired by the initiative of Prof. dr. Wangari Maathai, Nobel Prize winner for the peace in 2004 to which we like to refer: https://www.youtube.com/watch?v=-btl654R_pY, in which the hummingbird appears as the symbol of what the power is of taking responsibility as a individual, even on a limited scale.

Our long-term objectives

To be realized in 15 years are:

- Waste plastics are no longer a threat to nature and humanity on a worldwide scale through the application of improved waste management techniques
- There is a strong growth in consciousness worldwide about the need for sustainable living.
- People worldwide are actively contributing to sustainable living and producing and the responsible use of Earth's resources.
- Education on sustainable living, also for the poorest people on our planet.
- Sustainable, PPP-based-thinking has become a more leading economic paradigm.

We realize that this is an enormous ambition and we are positive that we can contribute significantly to these long-term objectives with the Picaflores concept. As founders and leaders we do not wish to be remembered but if we are, we hope it will be for the wisdom we have demonstrated in critical phases of development.

Critical success factors for the start-up in 2018

For the start-up phase we distinguish 4 critical success factors:

- Attracting ethical sponsors that share this dream and are willing to donate and invest in line with this concept.
- The set-up of an organizational form that facilitates the long-term success of the concept and protects it against the egos of the people involved (we are all human).
- A concept for the attraction of talented (young) people that provides a goal, a way of living and a growth path (knowledge, skills and wisdom).
- An effective online marketing approach that makes the movement known to the general public.



START-UP AS AN ANBI-FOUNDATION IN THE NETHERLANDS

Introduction

We have chosen the ANBI foundation as legal entity form because the requirements attached to the ANBI status guarantee a number of aspects that we value as part of our principles and guidelines. We want to be a fully transparent organization, we want to have minimal administrative overhead and maximum efficacy for the sustainability projects and we believe that board membership of the organization should be a honorary matter and not a paid job. In many non-profit organizations we see an incentive to continue personal interests like salaries for the people involved which is not optimal for the innovativeness, the development of the organization and the circulation in positions.

ANBI foundation in the Netherlands

The Picaflores.org foundation will formally be founded on December 11th 2017 and on receipt of the organization data from the Dutch chamber of commerce, we will request the ANBI (PBO) status from the Dutch tax authorities in Eindhoven, the Netherlands.

There are a number of conditions connected to the ANBI status (PBO – Public Benefit Organization):

- The institution is not a company with capital divided into shares, a cooperative, a mutual insurance society or another body that may issue participation certificates.
- At least 90% of the institutions efforts must be focused on the general good. This is referred to as the 90% requirement.
- The institution and the persons directly involved in the institution must comply with the integrity requirements.
- A director or person determining the policy may not treat the institutions assets as personal assets. The assets must be segregated.
- A PBO may not retain more assets than reasonably required for the institutions work. For this reason the institutions assets must remain limited.
- The directors' remuneration must be restricted to an expense allowance or a minimum attendance fee.
- A PBO must possess an up-to-date policy plan.
- The PBOs costs must be in reasonable proportion to its expenditure.
- Funds remaining after the dissolution of the institution must be allocated to a general good objective identical to the institutions objective.
- A PBO is governed by specific administrative obligations.

Public Benefit Organizations (PBOs) are offered a number of tax advantages:

- A PBO does not pay Dutch inheritance tax or gift tax on inheritances or gifts that the institution allocates to the general good.
- A PBO does not pay Dutch gift tax on gifts that the institution makes for the general good.
- Natural and legal persons making donations to a PBO may deduct their gifts from their Dutch income tax or corporate income tax.

As of January 1st 2014 an ANBI (Public Benefit Organization) must publish a number of particulars on an internet site. This is a new condition for an ANBI as of January 1st 2014:

- the institution's name
- the RSIN (Legal Entities & Partnerships Identification Number)/Tax number
- the contact details: visiting address, mail address
- a clear description of the purpose of the ANBI
- the policy plan
- the position of the directors

By this we mean the positions of the directors listed in the articles of association, for example 'chairman', 'treasurer' and 'secretary'.

- the names of the directors

- the payment policy
Publish both the remuneration policy for the board as stated in the articles of association and for the management of the institution. Also publish the remuneration policy for personnel. For this last group, you only have to refer to the collective labor agreement or salary scheme for personnel where applicable.
- a report of the activities that have already been carried out
- A [financial statement](#)

At the moment of this writing, the foundation has not yet carried out any formal activities and the costs that were made and the work that has already been done are donated by the founders as part of their mission to bring the foundation alive and make it successful.



ORGANIZATION

Organization data

The Picaflores.org foundation formally has two board members at the start with shared responsibilities. A number of highly skilled professionals have been helping with the set-up, elaboration and reviews of the approach and some of these members indicated that they are prepared to step into a formal position as soon as this is appropriate. Cees Buijs, Kees Mensch, Peter Rouffa, Theo Fens and Jan-Paul Buijs are the people directly involved in the start-up activities but several others have contributed significantly. Within one year after the founding of the foundation two (and possibly three or more) additional board members will be attracted.

The Picaflores.org organization was formally founded on December 11th 2017 and on December 12th we received the following organization data from the Dutch chamber of commerce (in Dutch):

RSIN	858229481
Rechtsvorm	Stichting
Statutaire naam	Stichting Picaflores.org
Statutaire zetel	gemeente Den Haag
Bezoekadres	Tasmanstraat 144, 2518VS 's-Gravenhage
Postadres	Guido Gezellestraat 9, 2260 Westerlo, België
Telefoonnummers	0621505964 ; +3214540223
Internetadres	www.picaflores.org
E-mailadres	jp_buijs@picaflores.org
Eerste inschrijving handelsregister	12-12-2017
Datum akte van oprichting	11-12-2017
Activiteiten	SBI-code: 94996 - Overige ideële organisaties SBI-code: 91042 - Natuurbehoud Het bevorderen van een circulaire economie; duurzaam leven en produceren alsmede natuurbescherming en natuur- en landschapsherstel.
Account nr. (Triodos Netherlands)	NL12 TRIO 0338 8189 79 (Stichting Picaflores.org)
Bestuurders	Naam Buijs, Jan Paul Geboortedatum en -plaats 24-09-1963, 's-Gravenhage Datum in functie 11-12-2017 (datum registratie: 12-12-2017) Bevoegdheid Gezamenlijk bevoegd (met andere bestuurder(s), zie statuten) Naam Mensch, Cornelis Zier Geboortedatum en -plaats 12-10-1966, Groningen Datum in functie 11-12-2017 (datum registratie: 12-12-2017) Bevoegdheid Gezamenlijk bevoegd (met andere bestuurder(s), zie statuten)

Approach

The approach in the time span of the policy plan (December 2017 – January 2019) will be organic. The hygiene factors around the set-up will be the first priority as well as finishing the Picaflores.org website in three languages.

Next different concepts in the three Picaflores.org pillars will be elaborated: Picaflor (circular economy, improved waste management, waste plastics recycling), Kolibri (sustainable living and producing, social housing concept and organic cacao cooperative concept etc) and Tonkiry (nature protection and landscape restoration). Some of the business cases for these concepts are already available in draft and will be fine-tuned in the coming months. Next to facilitating and stimulating the realization of these concepts, Picaflores.org will

also define a quality label that can be assigned to third party projects that meet the criteria of the Picaflores quality label.

As soon as projects are about to be financed and can get started, more people will be attracted to help facilitate these projects and the Picaflores.org organization. As the organization scales up over time, the number of people directly involved in the Picaflores.org organization and certified projects and participations will grow and a policy will be elaborated to enable these people to develop themselves and participate in the decision making of the organization. The organizational model of Harvard laureate Ricardo Semler (Semco) is a source of inspiration here.

Team

The initial team consists of the following people that contribute to the set-up of the foundation and the definition of the underlying project concepts on a voluntary basis (without payment):

- Cees Buijs - Experienced sr. interim manager with broad experience in over 60 companies. Prepared to accept a board function in Q2 2018.
- Kees Mensch - Experienced sr. manager in different organizational disciplines including ICT, technology, operations and HR .
- Peter Rouffa - Experienced senior designer and web designer and advisor to the board.
- Jan Paul Buijs - Experienced manager of professionals in R&D, ICT and hi-tech industries.
- Theo Fens - Associate professor, partner at Deloitte, experienced interim and hi-tech team manager and member of several government boards.
Sr. advisor to the board.

The team will be extended with other members in different phases of development. Within one year after the founding of the foundation two (and possibly three or more) additional board members will be attracted.

REMUNERATION POLICY

Remuneration policy

For the time span of the policy plan, the remuneration policy for the involved team members and board are quite basic. There is no salary for board members or advisors. As soon as the financial status of the organization allows it, a compensation can be given for travel and other expenses within the boundary of the law.

When the organization grows to a level for which the administration can no longer be handled by the initial founders, administrative help will be attracted on a paid basis when the financial situation allows this. Employees will be paid a reasonable market conform salary.



ACTIVITIES

Phasing

Although various preparations have been done for the founding and start-up of Picaflores.org, a number of things can only be done from the moment the foundation is formally founded, the ANBI (PBC) status has been assigned and the channels for donations and gifts have been established.

Although different project concepts in line with the goals of the organization have been elaborated into business cases and reviewed for viability to some extent, a lot of additional work has still to be done in the coming year.

For the period until the end of 2018, we foresee the following activities.

- **Picaflores.org**

- Initial set-up of the website Picaflores.org (draft done)
- Set-up administration and collaboration space (done)
- Formally founding of the foundation Picaflores.org (done)
- Request ANBI (PBC) status from the Dutch Tax authorities (in process)
- Arrange bank account from Dutch Triodos bank (done)
- Finish website in line with formal requirements (to be done)
- Add donation and online marketing functions to the website and Facebook site (to be done)
- Attract part-time (online) marketer

- **Picaflor pillar**

- Elaborate concepts in business cases (in process; e.g. plastic recycling, waste management, waste collection from rivers)
- Select suitable partners (e.g. TUD) for the realization of a proof of value for waste plastics processing (in process)
- Help set-up separate legal entities for the execution of the projects in co-creation with potential partners once technology is proven. Agree on part of the profit that is donated to Picaflores.org.
- Facilitate execution of the projects in co-creation
- Extend the activities to other locations once successful.

- **Kolibri pillar**

- Elaborate concepts in business cases (to be finalized; e.g. Social housing concept, organic cacao concept, Bizztoday concept, organic food supplements concept)
- Select suitable partners for the execution of the first projects (in process)
- Help arranging financing of the first phase(s) (to be done)
- Help set-up separate legal entities for the execution of the projects in co-creation with potential partners. Agree on part of the profit that is donated to Picaflores.org.
- Facilitate execution of the projects in co-creation
- Extend the activities to other locations once successful.

- **Tonkiry projects**

- Elaborate ideas for nature conservation and nature and landscape restoration (in process)
- Prioritize project ideas
- Select suitable partners for the execution of the first project (to be finalized)

- Realize funding for the first phases through development banks and/or await donations or profit coming in from the Picaflor and Kolibri pillars (to be done)
- Set-up separate legal entity (foundation) for the execution of the projects in co-creation with partners
- Attract people to carry out the projects
- Execute the first project in co-creation
- Extend the activities to other locations



FINANCIAL PROJECTIONS

Financial projections

At the moment of start-up, there is no income for the foundation and there is no capital in the foundation. The costs that were made and the work that has been done and will be done in the near future is donated by the people involved in the start-up of the organization. As soon as we have the ANBI (PBO – Public Benefit Organization) status, we can accept donations and part of the costs that are made can be covered by these donations. Only a part of the income is expected to come from donations and legacies. Another part will come from a share in the profit of underlying projects and participations (separate legal entities) that contribute to a sustainable world and have a positive business case at the same time.

