

**SfA STARTS SPRING 2019!**

[WWW.SPEAKERSFORAWARENESS.ORG](http://WWW.SPEAKERSFORAWARENESS.ORG)

**SPEAKERS FOR AWARENESS**

**JOIN TO AMPLIFY THE CHANGE**

A SPEAKERS PLATFORM WHERE THE FEES GO TO GLOBAL TRANSITION, REGENERATION AND NGO INITIATIVES



AN INITIATIVE OF:



PHOTO: NASA

**Project Plan:**  
**Speakers for Awareness**  
by Green Cross Netherlands

**Global Giving Accelerator**  
**29 May 2019**  
**Mick Janssen**

# 1. Motivation

The world urgently needs more awareness of social, ecological and economic sustainability. Throughout the year, many people come into contact with speakers and hosts at conventions, events and other (business) events. When speakers are selected on the Speakers for Awareness platform, they will share their knowledge of and experience with the broad spectrum of sustainability issues with their audience. Through this, the awareness of the audience will grow. On the other hand, it is also important that positive impact is being made in the world, arising from a growing awareness of what sustainability really means.

Many NGOs need financial means (in the form of donations) in order to realize their impact projects. Green Cross Netherlands (GCNL) connects creating awareness (by speakers in the field of sustainability) with financial contributions to impact projects (by donating all fees of the speakers to NGOs).

## 2. Goals and results

Speakers for Awareness (SfA) is a platform of speakers launched in the Netherlands in 2019, under the banner of the Dutch division of the international sustainability and environmental organization Green Cross International, founded in 1993 by former President Michael Gorbachev.

Speakers for Awareness is a platform that:

1. Offers speakers who shed light on ecological, social and economic sustainability and how to meet these challenges.
2. Distributes the speakers' fees as gifts to what we call 'impact projects' of NGOs, foundations and organizations that work on the transition to a sustainable world.
3. Aims to, on the one hand, increase awareness of and transition to a sustainable society, and on the other hand, directly supports local, national and international 'impact projects' with the same goal.

### HOW DOES SPEAKERS FOR AWARENESS WORK?

**STEP 1:  
BOOK A SPEAKER AT SFA AND INCREASE AWARENESS**

**STEP 2:  
THE FEE IS RELEASED FOR AN "IMPACT PROJECT"**

**STEP 3:  
THE SPEAKER SELECTS ONE OF THE "IMPACT PROJECTS"**

**STAP 4:  
DIRECT IMPACT IN OUR WORLD**

The speakers-market in the Netherlands alone is worth millions of euros. This money is predominantly earned and used to the benefit of commercial parties. SfA wants to use this money flow to accelerate sustainable development in social and ecological fields.

In the first year (mid 2019 to mid 2020) of SfA the intended results are:

- 20 contracted speakers in the field of sustainability;
- 10 partnerships with NGOs with specific impact projects;
- 60 presentations given;
- €165.000 donated to NGO's.

We will start immediately with the scaling of SfA, so that we may at least double the results in 2020/2021 in The Netherlands. Our approach from the onset is to focus on the expansion of SfA to the other 27 national Green Cross divisions and the 70 active Earth Charter divisions. Our primary goals as Green Cross Netherlands are creating awareness of sustainability, making positive impact and building connections between people and organizations. That is the reason why we are developing this concept with the idea of international expansion in the back of our minds. By contributing to the SfA project in the very start, you are not just helping to cover the costs in the first year to get the project going, but you are literally creating the possibility of the ripples of awareness and impact going stronger and further over the world. We need your help in order to throw the first big rock into water and get the ripples going.

## 3. Market

### **Target market**

Our target market consists of organizations which often hire speakers, like: (large) corporations, conference organizers, festivals, government institutions like municipalities, provinces, ministries and public services like the police department, the national railways and educational institutions (universities and schools).

These parties want to and have to address sustainability issues in one way or the other. Corporations and most other large organizations has a CR policy and report on sustainability in their annual report. By now, sustainability is high on the agenda of almost every organization, whether caused by intrinsic motivation or externally enforced legislation. Very often the responsible people in these organization are looking for way to answer this demand, but do not know how. Speakers for Awareness helps these people and these organizations to achieve their sustainability goals.

### **Audience**

SfA reaches its audience by offering speakers, who will present their expertise in all kinds of environments and situations. We will make sure to give SfA a voice by being mentioned to the audience in the announcement of the speaker. We will also employ the programme booklets of events to promote SfA, Green Cross, the participating speakers and the NGOs.

### **Feasibility analysis**

Preceding the decision to set up the SfA project, the director of Green Cross Netherlands (Mark Lambregts) inquired with several of his customers (since 25 years he has been owner of a speaker agency) whether they would choose to book a speaker with SfA instead of a commercial agency (providing the quality of the offering is at least as good). They unanimously reacted positively and said they would.

### **Speakers and customers**

Speakers are invited to become partner of SfA and by this, will donate the fees of three presentations to impact projects through SfA. Governments, businesses and other organizations are invited to book speakers through SfA, after which the earned fees will be donated to an impact project of choice. We will start with 20 speakers and 10 impact projects mid 2019 and we will continue to grow to 40 speakers mid 2020 and 60 speakers mid 2021 (and possibly even more).

### **Impact projects and customers**

Speakers will be able to contribute an impact project or choose one from the file of SfA. The customer is able to transfer the costs of the fee of the speaker as a gift to SfA. In this way, a cooperation arises between the speaker, who donates his/her fee, and the customer, who sees their costs transform in a donation to an impact project. SfA and Green Cross will play a

connecting role between the existing impact projects and the non-profit NGOs and foundations who initiate or contribute to these projects.

### **Impact projects and NGO's**

The projects which are supported, contribute to the wellbeing of humans (and their rights), the environment and safety. The principles of the Earth Charter are central in this respect. The transition to a sustainable and resilient world forms the core through three principles: ecological sustainability, economical sustainability and social sustainability.

- **Ecological sustainability:** regenerating polluted agricultural lands, regenerating forests, safeguarding water sources, purifying of the ocean, rivers and the air, promoting local and organic farming, sustainable production of textiles and clothing, transitioning to renewable resources, renewable energy, et cetera.
- **Economical sustainability:** supporting alternative monetary systems, decentralisation, balance between the free market economy and intervention of the state, blockchain, transitioning from owning products to products-as-services and the sharing economy, circular economy, blue economy et cetera.
- **Social sustainability:** solving poverty, resolving inequality and conflict situations, gender equality, freedom of religion and speech, et cetera.

Green Cross as an organization focuses on tackling challenges on a systemic level to get as close to the root of the challenge and propose and support possible solution from there. The combination between spreading awareness and getting into action on the local, national and global level are the core of how we work.

## 4. Approach

SfA has set itself as goal to give a stage to (worldwide) speakers who have a beautiful, important and inspiring message to share, in light of the transition to and regeneration of a liveable, safe and just world. All speakers who speak through the SfA platform, make their full fee available for impact projects of NGOs, foundations and other similar organizations which are active in said areas. These impact projects present themselves on our website and are chosen by the speakers. All selected projects have a goal to increase the living circumstances of our fellow human beings, increase chances for development and protect and regenerate our vulnerable ecosystems in all respects.

By giving presentations and lectures the joining parties strive to increase the awareness of their listeners about these topics and spread information about impact projects they are supporting financially. Increasing the worldwide dialogue about a liveable world and making direct and tangible impact, are the goal. Green Cross International, the 27 national Green Cross organizations, partners of Green Cross Netherlands and all parties who participate in SfA address their own networks and invite additional speakers to participate. In this way, we can collectively increase our impact!

## 5. Themes (will be expanded upon)

SfA works with a variety of themes that suit Green Cross's vision, with the Earth Charter as an ethical framework. The themes can be divided into ecological sustainability, social sustainability and economic sustainability. Clients of SfA can search for speakers themselves, but also consult SfA to find the right candidate.

1. Artificial Intelligence and Computerization
2. (Dis)Armament and Conflict Control
3. Cradle to Cradle
4. Earth Charter
5. Ethics
6. (Sustainable) Energy
7. Emancipation
8. Finances
9. (Green) Energy
10. Hunger
11. Innovation
12. Climate (crisis)
13. Agriculture
14. Education (including peace-education)
15. PPP (People, Planet, Profit)
16. (International) Solidarity
17. Human Rights and Rights of the child
18. Migration/ (over)population
19. Environment and Climate
20. CSR (Corporate Social Responsibility)
21. (International) Law
22. Nutrition
23. (Potable) Water
24. Sustainable Development Goals
25. Sustainable Development
26. Blockchain

### **The Butterfly Effect**

Small contributions can have a big impact. When you throw a stone into the water, waves form in the water surface, concentric circles that consist of smaller and smaller ripples as they get further away from the spot where the stone disappeared into the water. We also cause these ripples, all day long, in the lives of other people. By what we do or do not do, say or do not say, and just by being there, we exert influence on the inner world of others. We are often not aware of this, nor are we always aware of the ripples that our fellow human beings bring about



and have brought into our lives. It can be heartwarming when someone tells you weeks, months or even years later that something you did or said was really meaningful to them. But also, small things, like taking a moment to listen to someone, smile, give a compliment, cause ripples in the souls of people. Some ripples remain for a while, some a day, but ripples can also last for years, for a lifetime or even across generations! Isn't it valuable to be grateful to each other for this?

## 6. Execution

The core team of Speakers for Awareness (sourced from Green Cross Netherlands) is as follows:

- **Robert-Jan Nieland: Delegated Board Member at Green Cross Netherlands**  
Robert-Jan is actively advising and supporting SfA. He brings his knowledge and experience as sustainable and social entrepreneur, board member, interim manager and turnaround manager to this project.
- **Mark Lambregts: Director at Green Cross Netherlands**  
Mark is responsible for the SfA project and supervises the progress and quality of the work of the project team. One of his biggest contributions to the project is the network of (sustainability) speakers that he built in his years as founder and owner of artist and speaker agency ArtiWorld (Artiest.nu). Next to this, he has filled the position of director of Green Cross Netherlands for over ten years. He is very motivated and entrepreneurial in the field of sustainability. Finally, together with Robert-Jan he is a crucial contributor to the financing of the restart of GCNL and the SfA project.
- **Mick Janssen: Strategy, policy and organizational development at Green Cross Netherlands**  
Mick is project leader of SfA and is responsible for the day-to-day activities and progress of the project. He is also the initiator of participating in the GlobalGiving Accelerator. His background is in analysing and advising organizations in the field of sustainability.
- **Irene van den Bosch: Project manager at Green Cross Cross Netherlands**  
Irene is supporting project manager of SfA. Irene recently graduated in the Master's degree Conflict, Power and Politics at the Radboud University in Nijmegen. She has been actively supporting various NGOs and project in the emergency aid and human rights sector. She is the lead in the communications with NGOs and impact projects.

### Partnerships

- The network of [Green Cross International](#)
- The network of [Earth Charter](#)
- [ArtiWorld \(Artiest.nu\)](#)
- [Studio Hands \(marketing and communication\)](#)
- Various NGOs who supply projects for SfA

## 7. Planning

### 1. **Concept development (January - April 2019)**

- a. Project design
- b. Financial concept
- c. Overview & recruitment of funds
- d. Process feedback & next steps

### 2. **Website (April - June 2019)**

- a. Concept development and feasibility analysis
- b. Writing of general texts
- c. Collecting text and images speakers
- d. Design and development of multilingual and international booking site
- e. Pilot online
- f. Final booking site online

### 3. **Speakers & NGOs (January - June 2019)**

- a. Create overview and selection of speakers
- b. Approach speakers
- c. Contract speakers
- d. Create overview and selection of NGOs/impact projects
- e. Contract NGOs

### 4. **Starting phase (July 2019)**

- a. Pilot bookings
- b. Make adjustments and prepare launch
- c. SfA launched

### 5. **Operational phase (end of July 2019 - July 2020)**

## 8. Marketing and communication

“We desperately need to recognize that we are the guests not the masters of nature and adopt a new paradigm for development, based on the costs and benefits to all people, and bound by the limits of nature herself rather than the limits of technology and consumerism.”

- Mikhail Gorbachev

“Regarding the urgency of handling the complex challenges of environment and climate, the existence of organizations like Green Cross Netherlands is most welcome. The effort for a peaceful and sustainable society deserves to have the very highest priority.”

- Rein Heijne ([Huis van Erasmus](#))

### **Starting phase**

First of all we would like to stress that Green Cross Netherlands has access to a very strong and extensive network, which we will employ to partner with speakers and NGOs (impact projects). In the starting phase we will mainly approach this network ourselves for possibilities for presentations/bookings.

### **Growth phase**

Marketing and communication will predominantly run its course through all our stakeholders, by means of the snowball-effect:

- Speakers: they will be stimulated to recommend other speakers and possibilities for lectures/presentations.
- NGOs: SfA will be prominently mentioned in their communications (e.g. website, digital newsletter, organized events) as a return for the donations.
- Organizations: through the organisations which book speakers at SfA, the platform will gain additional exposure.
- Participants: all present at a SfA presentation will get familiar with SfA, which will lead to new possibilities for presentations and bookings.
- Green Cross Netherlands: the network of GCNL will be actively put to use to strengthen and grow Speakers for Awareness.

### **Adult phase**

This phase characterizes itself mainly by spreading SfA to other Green Cross national organizations. They will largely take care of the marketing and communication by activating their networks and we will provide support with organizational and online structure, knowledge, experience and inspiration.

## 9. Finances

### **Costs**

The bulk of the start-up costs are the costs for building a multilingual website with booking module and speaker profiles. The success of the business model is then dependent on the number of bookings made through the platform. Based on Mark's experience with his artist agency, we know that offering a functional, accessible and attractive website is crucial. When the website has been designed, developed and put online (and behind the scenes the speakers and impact projects have been lined up), we can commence the project. In addition, we will have to keep developing the website and continuously add content like new speaker profiles. Also, to keep up with growing demand!

The promotional/PR costs are mentioned in the budget as a contribution of GCNL, because the marketing of the project will be mainly channeled through the speakers, NGOs who supply impact projects and the GCNL network. The concerning NGOs will be asked as return favor to promote SfA, which will lead to more bookings of speakers through SfA and thus more donations which will flow back to the impact projects of the NGOs.

For a number of parts of the project we will employ additional professional support, like the design and development of the online environment, fundraising and creating video portraits of the speakers for the website. A large portion of the time and salary costs of the internal team will flow to the acquisition of speakers and NGOs, administrating this and process the information in a way that it can be included on the SfA website. Finally, we have included a post 'unforeseen', because it's a new project for us as a organization which can lead to unforeseen costs.

### **Income**

The agreement with each speaker is that they will hand 10% of the their fee to Green Cross Netherlands, to cover a part of the operational costs of the project. This will not be sufficient to cover all the costs of setting up the project and the operational costs. Therefore, we are aiming to attract several 'Founding Fathers', companies who have a positive stance towards us and are willing to contribute to the SfA project based on their personal interest and/or professional ambition to operate in a responsible manner (as part of their Corporate Responsibility policy). Thirdly, we are attracting people who believe in the SfA project as well, through the GlobalGiving platform.

It is important to mention here that Speakers for Awareness is a non-profit initiative and Green Cross is a non-profit organization. This means there are no deep pockets within the organization from which costs of the project can be financed. Rather, this money initially has to be attracted through donors and later can be partly financed through the project itself.