

2022

POLICY PLAN 2022 – 2025  
MediaMundial Foundation



Foundation: MediaMundial  
Address: Louis Pregerkade 282  
3071 AZ Rotterdam  
Website: [www.mediamundial.nl](http://www.mediamundial.nl)  
E-mail : [info@mediamundial.nl](mailto:info@mediamundial.nl)  
Phone: 06-13874967



# TABLE OF CONTENTS

1. INTRODUCTION .....	3
2. MISSION/VISION .....	4
3. OBJECTIVE.....	5
3.1 Core values .....	5
3.2 Strategy .....	5
3.3 Partners .....	5
3.4 The target group.....	6
4. CURRENT SITUATION.....	7
5. ACTIVITIES.....	8
6. FUTURE.....	10
7. ORGANIZATION .....	11



## 1. INTRODUCTION

In front of you is the policy plan of the MediaMundial Foundation. The Foundation was established and notarized on 11 August 2021 and is based in Rotterdam. The MediaMundial Foundation stems from the voluntary initiative of two of its board members in response to the global need for connection and mutual exchange of knowledge and culture and the knowledge that many people in remote places still do not have access to modern technology and literature to develop themselves cognitively and socially.

The core goal of this Foundation is to build and furnish media libraries for these people with literature and digital material. She also ensures that volunteers are trained to manage these media libraries in a competent manner. In addition, the foundation also carries out other projects that are related to education or to matters that promote the formation and well-being of people. Think of the construction of playgrounds and the construction of sports facilities and community centers.

In order to achieve its goals, the foundation is committed to attracting volunteers who are necessary for the implementation of the projects. She also approaches donors to help finance these projects. In addition, she works as much as possible with other foundations, schools and institutions at home and abroad to make her ambitions possible.

Since 2013, MediaMundial has been working to achieve its goals. She started at the Wolfert van Borselen Bilingual in Rotterdam and, together with students from the pre-exam classes of HAVO and VWO, has carried out projects in Surinam, Ethiopia, Gambia, Curaçao and St. Maarten. A total of eight media libraries have been built or renovated and (re)furnished and two schools have been given a totally new look in Ethiopia and Gambia. The program currently includes the construction of a media library in Assin, Ghana and the construction of a playground and sports center in the village. These projects are carried out by volunteers who have previously worked on projects of the foundation.

When formulating this policy plan, the conditions that a policy plan according to the Public Benefit Organization (ANBI) should meet have been taken into account. The MediaMundial Foundation intends to apply for the ANBI status quickly.

Rotterdam, August 2022

Henna Simson

Chairwoman MediaMundial

## 2. MISSION/VISION

The mission of MediaMundial is to make young people aware of their own position in the world and to inspire them to contribute individually and/or collectively to the connection between people, cultures and countries in order to achieve sustainable equal relationships. With this mission, MediaMundial brings about a change in the reflection of young people on themselves and on the society in which they live and those outside. This awareness should lead to these young people coming to an adequate reciprocal relationship with others from foreign cultures, in which give and take play a role. In addition, it is important that both parties are aware of their own goals and talents and treat each other with respect.



### 3. OBJECTIVE

The main goal of MediaMundial is to build media libraries with Dutch young people and students in all corners of the world, mainly in places where technical development and the digital world are relatively unknown. With this, the foundation wants to make a modest contribution to the development of the global knowledge of communities and build bridges between the various worlds. In addition, it wants to build playgrounds and sports centers to promote social cohesion.

#### 3.1 Core values

- Learn how to deal with diversity in order to achieve a sustainable equal and fair world.
- Establish lasting intercultural relationships in trust and with respect for each other.
- Unconditional sharing of tangible and intangible things.

#### 3.2 Strategy

MediaMundial has been working on the road since 2012 and has already carried out projects in various countries. The foundation focuses on primary schools, secondary schools and small communities (villages) that need a media library, a playground or a sports center.

#### 3.3 Partners

MediaMundial initiates projects that are carried out together with other organizations, foundations, schools in the Netherlands and abroad and a number of volunteers. The cooperating organizations are listed below:

##### **Biblioneef Foundation:**

Biblioneef's goal is to help all children, regardless of their personal circumstances, discover at an early age how much pleasure and joy reading can bring, and thus make them enthusiastic readers for the rest of their lives. Biblioneef works closely with schools that do not have sufficient resources, and with local libraries that are either too far from a public library, or that simply do not have enough resources to purchase new books.

##### **Foundation Go and Do:**

The general goal of the foundation is to support the local population in Ethiopia on the ground in all kinds of areas. Through actions and sponsors, money is collected to organize and support small and large projects. Think of organizing workshops in different fields to teach the local population something that they can continue with themselves.

### **We Play Foundation**

We Play supports local play initiatives worldwide that aim to develop safe, accessible, environmentally friendly and sustainable play areas based on the needs of children and the involvement of the communities in which they live. We Play actively monitors and evaluates the projects it supports. The role of We Play is to help raise funds, generate publicity and awareness and share ideas and advice on the use of public space, local materials and creative designs. We Play's collaboration partners include playground experts, local communities, grassroot organizations and diaspora groups.

### **Phundundu Foundation**

Phundundu Foundation strives to be a leading institution in empowerment of the local population through sustainable use of the living environment and natural resources with a direct positive effect on biodiversity.

### **Surinam School Aid Project Foundation**

The main goal of the foundation is to bring the environment in which Surinam children prepare for the future to a higher quality level. Surinam School Aid Project Foundation contributes to the fact that Surinam primary schools meet the same quality requirements as, for example, in the Netherlands.

## **3.4 The target group**

In order to promote general knowledge and the enrichment of knowledge on a social and cultural level, the focus is on primary and secondary school pupils in developing countries. These are young people in the age group of five to twenty years who lack full education for a good future.

In addition, high school students in the Netherlands are deployed to carry out the project on location together with the local youth and local workers in a so-called buddy system. The intention of the buddy system is not only to work together but also to exchange information about each other's country, family, culture, norms and values.

Biblioref or one of the cooperating organizations approaches MediaMundial with a request for help for the renovation of a school or media library or its construction. This also applies to a sports center and recreation building. The demand depends on the need.

In a next phase, this request for help is discussed in the board to clarify the assignment and then the board contacts the local organization. The entire project plan is discussed in the next phase and agreements are made regarding the working method, employability of workers, financing, accommodation, etc.

When the project is approved after an orientation visit, the implementation begins, with the participants and ambassadors playing a major role. The implementation is regularly evaluated and possibly adjusted.

## 4. CURRENT SITUATION

MediaMundial is a foundation that was formalized by a notary on August 11, 2021, although the organization has been operational informally since 2012. In collaboration with Wolfert Bilingual, a secondary school in Rotterdam, various projects have been carried out.

The foundation has statutes, a board, ambassadors, who support the board in the implementation of the projects, volunteers and partners with whom they work together. There is also sufficient demand for help in various developing countries.

MediaMundial is also affiliated with the Chamber of Commerce and has its own bank account, a website and email address. These are all goals that have been achieved in the past year. The aim is to obtain an ANBI status, which will be a fact after the publication of this policy plan.

To date, all set goals have been realized. For the coming period, the challenge lies in two areas, namely recruiting donors and volunteers. To carry out the projects, a lot of money is needed. Volunteers are deployed to carry out all kinds of activities to get the financial resources, which has been successful so far. However, for a stable and secure financial basis, a constant flow of money is needed to ensure the implementation of the projects. For the implementation of its objective, the foundation depends on schools that have internationalization as part of the curriculum and are willing to work with MediaMundial. Since this subject is still in its infancy in Dutch education, MediaMundial has an important role to play in emphasizing the value of this subject in schools. One of the board members will then take on this task in the coming years in order to come to a collaboration with various schools in the Netherlands. MediaMundial therefore strives not only to have the students of the Wolfert van Borselen as volunteers for the implementation of its projects, but it also wants to give other students in the Netherlands the opportunity to gain this special experience.





## 5. ACTIVITIES

In recent years, various projects have been carried out in various countries. Below is a short description

- **2013 Surinam:**

In collaboration with the Surinam School Aid Project Foundation and the Wolfert van Borselen, two media libraries have been renovated and redesigned at the Maria Hartmanschool (primary school) and the Leeuwinschool (secondary school).

- **2014 Surinam:**

In collaboration with the Surinam School Aid Project Foundation and the Wolfert van Borselen, two media libraries have been renovated and redesigned at the Wenzelschool (primary school) and the Ritfeldschool (secondary school).

- **2015 Ethiopia:**

In collaboration with Foundation Go and Do and the Wolfert van Borselen, the Tekle Haimanootschool in Aleltu was painted and a start was made with the construction of a media library, a classroom and a toilet group at this school.

- **2016 Ethiopia:**

In March and May of this year, the activities of 2015 were continued at this school in collaboration with the Foundation Go and Do and the Wolfert van Borselen.

- **2017 Ethiopia:**

In March of this year, the work continued in collaboration with the Foundation Go and Do and the Wolfert van Borselen.

- **2018 Gambia:**

In March of this year, in collaboration with the Work in Company Foundation, now The Kairoh Garden Foundation and the Wolfert van Borselen, the renovation of the Ousman Bun Affan Basic Cycle and Senior Secondary School in Tanjeh was started.

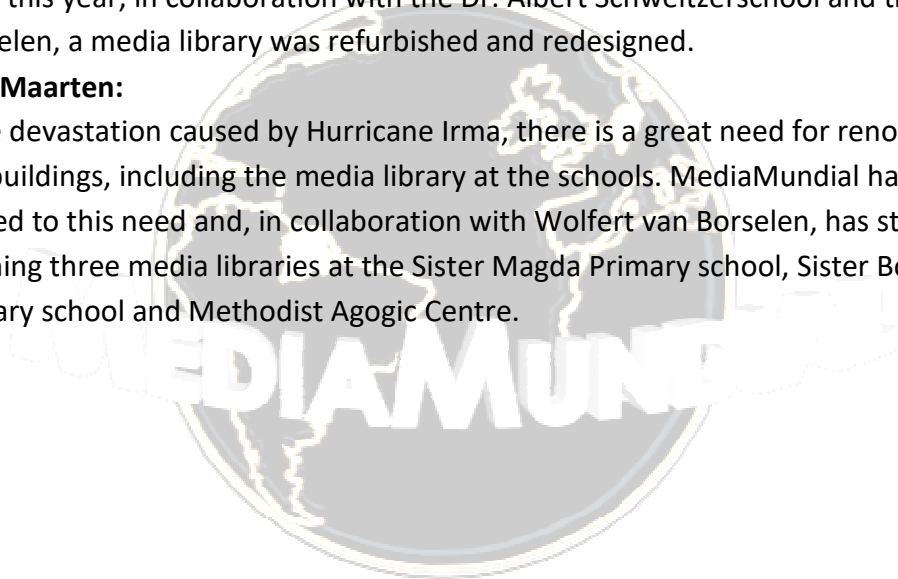
- **2018 Ethiopia:**

In March of this year, the work was completed in collaboration with Foundation Go and Do and the Wolfert van Borselen and the construction of a canteen at the school started. The school has been painted every year and has been given a media library, a classroom and a toilet group.

- **2019 Gambia:**

In March of this year, in collaboration with the Wilde Ganzen foundation, Ousman Bun Affan Basic Cycle and Senior Secondary School and the Wolfert van Borselen, the school was completed: the walls were plastered and painted. A new roof has been installed with an iron frame and solar panels and a start has been made with the construction of a media library.

- **2019 Ethiopia:**  
Because of the political unrest in Ethiopia, it was not responsible to go there and a donation of € 9000 was made to give the students food and drink, because there was a threat of famine in that village.
- **2020 Gambia:**  
The media library has been completed and delivered. A key ready building has been erected in its own architectural style with the financial resources acquired by the students of the Wolfert van Borselen and built by local workers with the help of the Wolfert pupils and those of the Ousman Bun Affan Basic Cycle and Senior Secondary School.
- **2021:**  
Due to the Corona crisis and the global lockdown, no projects have been carried out in these years.
- **2022 Curacao:**  
In July of this year, in collaboration with the Dr. Albert Schweitzerschool and the Wolfert van Borselen, a media library was refurbished and redesigned.
- **2022 St. Maarten:**  
After the devastation caused by Hurricane Irma, there is a great need for renovation of various buildings, including the media library at the schools. MediaMundial has responded to this need and, in collaboration with Wolfert van Borselen, has started refurbishing three media libraries at the Sister Magda Primary school, Sister Borgia Elementary school and Methodist Agogic Centre.



## 6. FUTURE

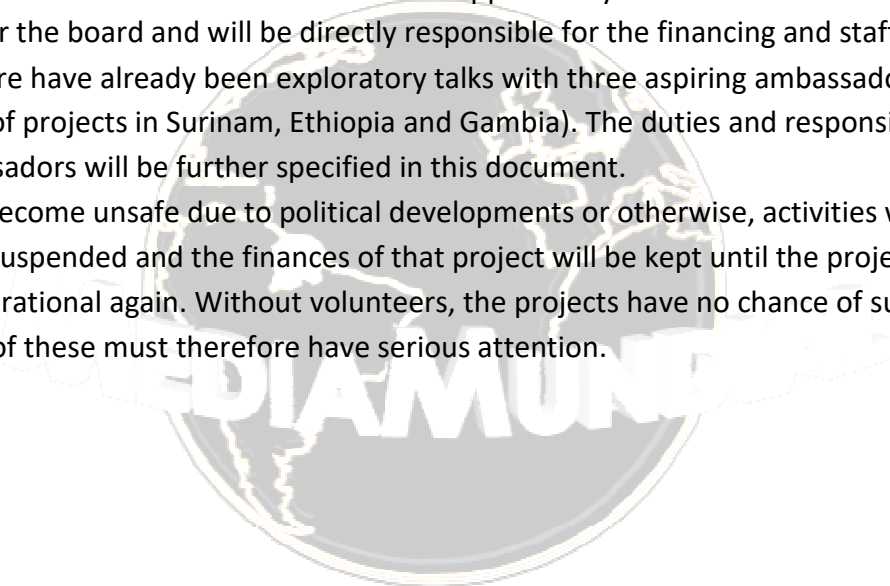
The program includes the following for the next three years:

- refurbishing and redesigning a media library in Curaçao
- further refurbishing and redesigning three media libraries on St. Maarten
- build a playground in Tanjeh, a village in Gambia
- building a media library and a playground in Assin, In Ghana
- offer project packages to schools, organizations and individuals to carry out projects together with the foundation.

In the next three years, MediaMundial wants to expand its network by contacting foundations and schools that want to work together to achieve its objectives. The foundation is thinking of schools in South Africa, Zimbabwe, Zambia and Senegal. These countries were chosen because of the great need for full-fledged education in the villages and because the realization of this plan via Biblionef is easier to achieve.

From 2023, the board of MediaMundial will be supported by ambassadors who will be directly under the board and will be directly responsible for the financing and staffing of the projects. There have already been exploratory talks with three aspiring ambassadors (former participants of projects in Surinam, Ethiopia and Gambia). The duties and responsibilities of these ambassadors will be further specified in this document.

If countries become unsafe due to political developments or otherwise, activities will be temporarily suspended and the finances of that project will be kept until the project becomes operational again. Without volunteers, the projects have no chance of success. The recruitment of these must therefore have serious attention.



## 7. ORGANIZATION

As the figure below shows, the board manages the ambassadors and also maintains contact with the participants.



figure 1

The tasks and responsibilities of the board are:

- expressing and transferring the mission and vision
- ensure transparency and reliability at all levels
  - o internal
  - o to the ambassadors
  - o to the participants
  - o to the partners
  - o by writing an annual report
- promoting the core values on all platforms
- meet quarterly and the ambassadors
- building, enlarging and maintaining the network
- be responsible for all phases of the projects
- maintain regular contacts with the participants.

The board of MediaMundial is composed as follows:

Henna Simson:	Chairwoman
Maria van Sorgen:	Board secretary
Sander Sparenberg:	Treasurer
Niek van Maaren:	Board member

The tasks and responsibilities of the ambassadors are described below:

- communicating the mission and vision of MediaMundial
- recruiting participants
- organizing fundraising activities for the projects
- group leader of the groups that are going on a trip
- keep in regular contact with the participants.

The ambassadeurs are:

- Lennart Dirks
- Gijs Berk
- Canter Voormolen

The tasks and responsibilities of the participants are:

- communicating the mission and vision of MediaMundial
- organizing and participating in fundraising activities in respect of projects
- working together with the ambassadors
- making an active contribution to the implementation of the project on site

Data MediaMundial foundation:

Chamber of Commerce: 83592385  
Email address: info@mediamundial.nl  
Postal address: Louis Pregerkade 282, 3071 AZ Rotterdam  
Phone Number: 06-13874967  
Website: www.mediamundial.nl  
Bank account number: NL47RABO0199105774