

# Policy Plan Stichting 5 Media

*April 2024*

## Introduction

Imagine5 is a global environmental media nonprofit with offices in Copenhagen, Amsterdam and San Francisco. Through optimistic and impactful storytelling we aim to inspire and empower people to live more sustainably.

Taking form as a digital media platform Imagine5 is offering digital storytelling on our website, social media channels and in our annual printed magazine.

This policy plan reflects the period from the moment of founding up to and including the end of 2024. In addition to this policy plan, the articles of association are available for public consultation.

## Organization

Imagine5 (consisting of Stichting 5 Media and a Danish and US organisation) employs 20 employees working out of three offices in Copenhagen, San Francisco and Amsterdam. The management team comprises Executive Director Mie Dahlquist, Managing Director Justin Cadelago, Chief Engagement Officer Melle Bos and Director of storytelling Nicolaj Hansson

The organisation of Stichting 5 Media has a board of three members.

### Board:

Ms Laura DeVere (chairman)  
Ms Anne Dorthe Hermansen  
Mr Chris van Leeuwen

## Payment of the Board

The Board is involved on a voluntary basis and does not receive any remuneration for its work. The costs incurred by a board member in the performance of his duties can be reimbursed.

## Objective

Imagine5 aims to transform attitudes and behaviors towards a more planet-friendly lifestyle among Western individuals.

Our **mission** is to inspire and empower people on their eco-journey and make green alternatives an attractive choice.

Our **vision** is a world where people and the planet thrive and a sustainable lifestyle is not only the most attractive choice but also the social norm.

Our **role** is to educate people about what makes an impact, inspire them to make changes in their lives and guide them through positive storytelling to all the great initiatives and change makers already out there all around us.

## Operational Policy

Imagine5 will maintain the highest level of integrity and transparency, exist solely for philanthropic purposes, and recycle any and all monetary returns back into the organization for the purpose of creating an evergreen fund overtime as it continues to support non-governmental organizations and social businesses. The Stichting (foundation) does not exist to make a profit and any profits that are made as a result of its stated activities will be reinvested in the foundation.

## Income and expenses

### Income

Imagine5 is receiving funding from private investors who share our vision of creating positive environmental change. Imagine5 is also realizing revenue across different revenue streams, such as memberships, donations and selling educational services.

## Expenses

All income received or generated by Imagine5 is used directly to support and realise its objective. Imagine5 strives to spend its income as much as possible within the year it has been received or generated and in accordance with its objective. At the same time, Imagine5 does not want to exclude the possibility of supporting long-term projects (such as testing different revenue streams or identifying potential for an optimally sustainable business model) that require multi-year financial planning and support. Imagine5 can build up a reserve for this.

## Management of funds

Imagine5 receives and spends its income through a bank account. Any return on that account is used directly for the realisation of its objective.

In accordance with the requirements for the Dutch charity status ('ANBI-status', in particular *artikel 1a, eerste lid, onderdeel d jo. Artikel 1b Uitvoeringsregeling Algemene wet inzake rijksbelastingen 1994*), Imagine5 does not hold more capital than is reasonably necessary for the continuity of its planned activities in view of the realisation of its objective. Further, Imagine5 specifies the purpose for which the assets are held in its financial administration, together with a motivation for the value of those assets.

## Financial Policy

Once per year, the annual accounts will be published within six months after the end of the calendar year. This is in accordance with the articles of Stichting 5

Media. In general, the annual accounts are prepared compliant with article 640 of the degree for annual reporting (*de Richtlijn van de Raad voor de Jaarverslaglegging voor organisaties zonder winststreven*) The annual accounts will be approved and confirmed by the board of Stichting 5 Media.

On behalf of Stichting 5 Media:

Laura DeVere

Chairman of the Board