**Spanda Strategic Plan 2012-2014**

The following is the envisaged time scale relating to the advancement and implementation of the four core projects during 2012-2014.

**PROJECT** **2012** **2013** **2014**

**JUBILO** 1 Tea for Peace event 1 Tea for Peace event Shooting of the first

Drafting Script Conclusion of Partnerships for Documentary

 the shooting and release of the

first Documentary

**MANTRA** Concluding Partnerships Project Monitoring Evaluation process

First Visit to Sierra Leone Local Capacity Building Activities including assessment

Initial Execution of the agreements for Selection of possible new areas of reports

the provision of Loans & Solar Equipment intervention

**MUSIKE** Conclusion of production, distribution and *Charmed Flutes* Concert European Tour of the

broadcasting Partnerships for the *Charmed* Publication of the *Charmed Flutes Charmed Flutes* Concert

*Flutes* Concert *Musiké* Journal

**CLEAN CODE** Selection of Possible Partnerships Research & Studies Research & Studies

Research & Studies Promotion of the Code Promotion of the Code

 Conclusion of Partnerships

**1 Brief Description of the activities that Spanda intends to carry out during 2012–2014 to support the implementation and further development of the four core projects**

During 2012-2014 Spanda intends to focus on the following:

1. Research Activities
2. Editorial Activities
3. Fundraising
4. Web presence
5. Events / Networking
6. Consultative Status with UNESCO
7. Access to EuropeAid
8. GlobalGiving
9. IRS 501(C)3
10. ECOSOC
11. IMS

A. RESEARCH ACIVITIES

In the specific area of each project, Spanda intends to carry out deep researches studies to be used both internally, as an instrument for better learning and acquiring sound knowledge and expertise in the field of action, and externally to become a recognized centre of excellence and a trusted point of reference on the matter.

B. EDITORIAL ACTIVITIES

On the basis of the technical experience acquired during the past years and of the success of the material published to date, Spanda intends to expand its editorial activity to make available to the public at large the most valuable results of the past, present and future studies and researches in its field of action.

Spanda intends to focus on editorial activities as an effective tool for external visibility both for Spanda and its projects, and a valuable internal source of financing.

C. FUNDRAISING

To ensure both the continuous financial stability of the foundation and the financial support necessary for the sound implementation and development of each project, in addition to general fundraising, Spanda intends to focus on a more target fundraising vis à vis pre-selected potential donors and perspective stakeholders in the projects.

D. WEB PRESENCE

Spanda intends to build up a completely renewed website and strength its presence on the Web by improving the already existing single websites dedicated to each project ([www.thejubiloproject.org](http://www.thejubiloproject.org), [www.themantraproject.org](http://www.themantraproject.org); [www.musike.info](http://www.musike.info); www.thecleancode.org) and related blogs to acquire higher visibility; to increase interaction with the most diversified type of individuals and solicit their interest and awareness in the projects of the foundation; for effective communication with likeminded entities and organizations; to be an active and key player on the net. The redesigned website will also facilitate the receipt of on-line donations, sustain membership campaigns and promote events.

E. EVENTS / NETWORKING

To strength existing relationships and establish new contacts with sovra-national organizations and entities which may support its mission, to raise higher and deeper awareness on its projects and offer the opportunity to become more familiar with its activities, Spanda will promote a series of events in the Netherlands and abroad (EU and USA).

Furthermore, to build up new partnerships Spanda will pro-actively participate to events organized by like-minded organizations.

F. CONSULTATIVE STATUS WITH UNESCO

Spanda intends to enter in consultative relation with UNESCO to obtain financial support, in particular for the Jubilo project and the Musiké project, in the context of the UNESCO *Intercultural dialogue* and *Intangible heritage* programmes. To this aim Spanda will work on the documentation required by UNESCO and relevant application.

G. ACCESS TO EUROPEAID (http://ec.europa.eu/europeaid/)

Spanda intends to have access to the subsidies granted by the European Union to EU based organisations working for the development of developing countries. To this aim, Spanda will complete the relevant procedure for Potential Applicant Data Online Registration (PADOR).

H. GLOBALGIVING (https://www.globalgiving.org/)

Spanda intends to be part of the GlobalGiving charity fundraising web programme as an additional and worldwide source of financing. To this aim Spanda will complete the documentation to be submitted to GlobalGiving according to the relevant application procedure.

I. US INTERNAL REVENUE SERVICE (IRS) 501(C)3 (http://www.gpo.gov/)

Spanda intends to obtain the US tax exemption for non-profit entities. To this aim Spanda will complete the documentation and application to be submitted to the US Internal Revenue Service according to the relevant procedure.

J. ECOSOC (UN Economic and Social Council – www. )

Spanda intends to actively participate at the UN-NGO Committee and take full advantage of the Consultative Status with the UN. To this aim Spanda will conduct the necessary lobby and, in particular, will liaise with the Permanent Dutch Mission to the UN and any other Mission, as well as with the UN NGO-Committee to obtain their support in the granting of the Consultative Status.

K. INFORMATION MANAGEMENT SYSTEM (IMS)

Spanda will put in place an appropriate reliable IMS to make sure that all activities and programmes are duly managed and monitored.

**2 Brief Description of the investments that Spanda planned for 20120-2014 to further develop the four core projects of the foundation.**

**2.1 Planned Investments (Monetary and Human Resources)**

A. RESEARCH ACIVITIES

Investment in progress: N/A

Investment planned: Euro 3,000

Main Form of Financing: Self-financing

Human Resources: Four people

Location: In-house / Libraries / Research Institutes / On the field (depending on the type of research)

Estimated costs: Euro 1,000

Estimated results: N/A

B. EDITORIAL ACTIVITIES

Investment in progress: Euro 6,000

Investment planned: Euro 10,000

Main Form of Financing: Self-financing / Grants / Donations

Human Resources: Five people

Location: In-house, a part from external printer

Estimated costs: Euro 8,000

Estimated results: Euro 21,000

C. FUNDRAISING

Investment in progress: Euro 2,000

Investment planned: Euro 15,000

Main Form of financing: Self-financing / Donations

Human Resources: Ten / Eleven people

Location: Global

Estimated costs: Euro 9,000

Estimated results: Euro 300,000

D. WEB PRESENCE

Investment in progress : N/A

Investment Planned: Euro 30,000

Main Form of financing: Self-financing / Donations / Grants

Human Resources: Six people

Location: Location of the web-master

Estimated costs: Euro 30,000

Estimated results: Euro 50,000

E. EVENTS / NETWORKING

Investment in progress: Euro 5,000

Investment planned: Euro 20,000

Main Form of Financing: Self-financing / Donations / Sponsors

Human Resources: Three people

Location: Global

Estimated costs: Euro 15,000

Estimated results: Euro 30,000

F. UNESCO

Investment in progress: Euro 5,000

Investment planned: Euro 20,000

Main Form of Financing: Self-financing / Donations / Sponsors

Human Resources: Three people

Location: Global

Estimated costs: Euro 15000

Estimated results: Euro 30,000

G. EUROPEAID

Investment in progress: Euro 500

Investment planned: Euro 500

Main Form of financing: Self-financing

Human Resources: One people

Location: Europe

Estimated costs: Euro 500

Estimated results: N/A

H. GLOBALGIVING

Investment in progress: Euro 500

Investment planned: Euro 1,000

Main Form of Financing: Self-financing / Donations / Sponsors

Human Resources: Three people

Location: Global

Estimated costs: Euro 500

Estimated results: N/A

I. IRS 501(C)3

Investment in progress: Euro 1,000

Investment planned: Euro 1,000

Main Form of Financing: Self-financing / Donations

Human Resources: Three people

Location: USA

Estimated costs: Euro 1,500

Estimated results: N/A

J. ECOSOC

Investment in progress: Euro 10,000

Investment planned: Euro 5,000

Main Form of Financing: Self-financing

Human Resources: Three people

Location: Global

Estimated costs: Euro 1,500

Estimated results: N/A

K. IMS

Investment in progress: N/A

Investment planned: Euro 1,000

Main Form of Financing: Self-financing

Human Resources: Three people

Location: Netherlands

Estimated costs: Euro 1,500

Estimated results: N/A

**3. Brief description of the agreements that Spanda intends to renew and/or enter into with external entities in relation to the activities planned for 20120-2014 to further develop the four core projects of the foundation**

**MANTRA** Cooperation Editorial Agreement with Semar as editorial partner

 Partnership Agreement with CORDAID as funding partner

 Loan Agreement with CEDA as microfinance institution (MFI)

Partnership Agreement with HELP-SL as enabling partner for the selection of the initial group of loan and solar equipment beneficiaries

Agreement with Allen & Overy Amsterdam as legal firm

Agreement with Sensol as solar panel provider

Agreement with Pramerica as insurance provider

**JUBILO** Cooperation Editorial Agreement with Semar as editorial partner

Documentary Production agreement

Documentary Distribution agreement

Documentary Broadcasting agreement

**MUSIKE** Cooperation Editorial Agreement with Semar as editorial partner

Concert Production agreement

Concert Distribution agreement

Concert Broadcasting agreement

Sponsorship Agreement

**CLEAN CODE**  Cooperation Editorial Agreement with Semar as editorial partner

 Sponsorship Agreement (University / Research Institute)