Partnership WFP en PostNL – Year plan 2012

Partnership PostNL - WFP

The main objective is to support WFP School Feeding Program in Malawi by raising funds and additional capacity to provide food and non-food items to create a conducive educational environment in primary schools in Malawi.

- PostNL support envisages the creation of ‘sustainable schools’ where all Essential Package interventions defined to promote good nutrition and good health at school – both essential for children to benefit from a formal education – have been implemented.

- PostNL will raise cash and provide experts – specialist volunteers and local experts – to feed children as well as to implement all interventions defined in the Essential Package and promote the upgrading of the schools involved in school feeding into ‘sustainable schools’.

Mission / Message / Objectives

Mission:

Beside our daily business we want to be active for the world around us and create value for our company and the individuals.

Message:

The employees of PostNL are creating changes for children in Malawi. We do this through supporting the school meal program of the World Food Program. Our employees play an active role by sharing knowledge, creating awareness and by giving financial support.

Overall objectives for PostNL:

- Support WFP to create awareness for world hunger; focus on school feeding
- Internal reputation; Employees are proud of the company they work for
- Fundraising for school feeding program in Malawi
- External reputation; Customers, suppliers and labor market

Knowledge transfer

This is an essential part of the partnership. Through the program PostNL sends specialist skilled people to Malawi to work on School Feeding Program related projects.

Our support:

- 3 project managers are selected to work in Malawi in 2012
  - Marijke Boogaard (Netwerk VSP) Ingrid Knoet (PostNL Prodcutie) and Stephanie Drunen – Little (Parcel Service)
- additionally we can share knowledge when needed (for example on finance/logistics/communications)

Objectives:

- Sharing knowledge to increase performing of WFP and helping local communities
- Active role for our employees; give the partnership a face
- Management Development

Benefits:

- Reputation on the labor market; internal and external
- Employee proud
- External reputation

Awareness and Fundraising (A&F)

PostNL playes an important role in raising awareness for WFP's fight against hunger and will be active in raising funds for the School Feeding Program in Malawi. We will do this through a range of internal and external activities.

Objectives:
- Create awareness for world hunger
- Raise funds

Benefits:
- Company pride; people like to work for Mail
- Engaged employees; connecting and motivate employees
- External reputation
- Possibilities to work together with suppliers and customers on projects

A&F – Fieldtrip Malawi

Tree times per year we organize fieldtrips to Malawi to show our management and employees what WFP and PostNL are doing together.

Objectives 2012

- Organise 1 fieldtrip for bezorgers (making film, campagne)
- Organise 2 fieldtrips for PostNL (mixed groups, also canada, italy,etc)

A&F - Kids Moving the World

The Kids Moving the World (KMtW) foundation focuses on creating awareness for global issues among schoolchildren in the Netherlands. PostNL is partner of KMtW together with PWC and Rico

- It is an educational package for primary schoolchildren in the Netherlands.
- The package consists of three lessons and an interactive game and is aimed at making school children aware of hunger, poverty and climate change issues.
- The interactive game is facilitated by 100 PostNL employees
- Evaluations scores always higher than 9 (1-10)

Objectives 2012:

- Reach 50.000 children
- Find 40 more ‘Postbezorgers’ who wants' to be Game Guide
- Raise > 50.000 euro’s with activities organised by schools and with the stamps
- Integrate GSM Retourplan in Planet Me module
- Organise ‘Environment days’ with Centerparks

A&F - Walk 4 Food

Walk 4 Food is a walk to create awareness and funds for WFP. Kids Moving the World Schools and schools from PostNL employees can join.

Objectives 2012:

- Participation of 50 primary schools
- Raise 100.000 euro

A&F - Wishes for the World

Objectives 2012:

- PR for Kids Moving the World
- Participation KMtW schools and schools of PostNL employees
- Collect more than 30.000 paper dolls

A&F - Cookbook Master Chefs for Home Chefs

In 2007 we launched the success formula Master Chefs for Home Chefs, a cookbook that raises money for the School Meals programme of the WFP. Master Chefs for Home Chefs has the clear aim of:

- Collecting funds for the School Feeding of the WFP; 1 book is 40 meals
- Bringing the WFP to the attention of the public and increase recognition of the WFP brand; and
- Increasing world hunger awareness by making it relevant and bringing it closer to home.

Objectives 2012

- Develop part 6 of ‘Topkoks voor Thuiskoks’
- Sell enough books to raise 500.000 euro’s for WFP
- Decide if we can find other partners to work with
- Decide if we roll out the book international ore not

A&F - GSM Retourplan

GSM Retourplan is an open partnership between T-Mobile, PostNL, Tele2 and Ben. The foundation which aims to collect as many old handsets as possible to give them a second lease of life or to recycle them in a responsible manner. All the net proceeds of the GSM Retourplan go to a good cause.

Objectives 2012: Collect more than 60.000 phones

- Develop and roll out GSM Retourplan module in Planet Me module (Kids Moving the World)
- Organize GSM Retourplan weeks to create visibility for GSM Retourplan
- Roll out business colleting program amongst business partners of PostNL
- Mobile Art exhibition
- Set up a stable organization and structure for the foundation

Planning projects/activities 2012

Field trip

Field trip

Field trip

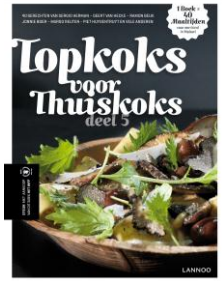
PM

Hans

PM

PM

Netwerkdag



sorteren

2012 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Okt | Nov | Dec

Environment

Retourweken

kids moving the world

WFP World Food Programme

WAR child

Donatie GSM

Studentenweken

sealen

kids moving the world

GSM/planet ME

Wishes

A&F – Local awareness and initiatives

Every year, PostNL employees raise funds to support the WFP School Feeding Program through a range of **FUN** and effective fundraising activities including sorting of mail and parcels, sports tournaments and auctions. All these activities are organised on voluntary basis and on top of normal working hours.

Objectives 2012:

- Involve employees – focussing on bezorgers (NetwerkVSP and PostNL)
- Organise network day for WFP ambassadors
- Family day Walibi Flevo – presenting 4 new ambassadors

New Initiatives

There will be a WFP Workgroup who will work on new opportunities and Projects:

- Naud Frese (Parcel service), Bas Elisen (D&DM), Saskia Hamminga (Netwerk VSP), Mark-Jan Pietersen (Marketing), WFP Rome, Marielle van Spronsen

New Fundraise idea

- Jo-Ann Oskam (intern) is looking for new fundraise possibilities together with internal- and external people

Ambassador

- Ramon Beuk is in the running to become WFP Ambassador

Partnership logo

- Develop Partnership logo