

# **Policy Plan**

## **The Sunrise Project International Stichting**

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# 1. The Sunrise Project International Stichting

The Sunrise Project International Stichting (“Sunrise International” or “the Stichting”) was established in 2023 with a mission to protect the environment from the impacts of large-scale fossil fuel expansion and to hasten the transition to clean energy.

The objectives of Sunrise International are:

1. to protect, preserve and enhance the natural environment, more specifically protecting the natural environment from pollution and over exploitation;
2. to support and empower individuals, communities, governments and corporations to make changes required to prevent dangerous climate change and drive the transition from fossil fuels to renewable energy;
3. to advance climate justice;
4. to organize and support a global network of Sunrise Project charities collaborating to these purposes
5. receiving and granting funds for the achievement of the above purposes.

The Stichting works closely together with The Sunrise Project Australia Ltd (established in 2012) and The Sunrise Project US Inc (established in 2022) to scale social movements to drive the transition from fossil fuels to renewable energy as fast as possible. The three entities are legally independent organisations, and are bound together by a shared vision, mission and values.

## 2. Theory of change

Renewable energy is now cheaper than fossil fuels, but the power and incumbency of the fossil fuel industry means that technology and economics alone are not sufficient to drive the transition to renewable energy at the scale and pace required. We believe social movements are proven to be powerful, and that by building power through social movements, we can overcome vested interests in the fossil fuel industry to drive rapid change towards climate justice.

We define ‘social movements’ as networks of individuals, groups and organizations working towards a shared goal. Social movements involve grassroots, protest groups and NGOs, as well as people working inside public and private institutions and across elite networks.

No single strategy is sufficient to achieve our mission. Our top-level theory of change relies on a ‘directed network approach’ - connecting and aligning diverse networks of people and organisations across inside engagement and outside strategies – using the power of both incentives/rewards as well as public pressure and accountability. This requires detailed scientific, legal and financial analyses of projects, organising diverse constituencies from impacted communities through to business leaders, investors and policymakers combined with sophisticated public communications strategies to shift decision makers and/or public opinion in the places that matter.

### 3. Activities

To achieve the objectives, Sunrise International will initiate the following activities in relation to our mission to hasten the transition beyond fossil fuels:

- **Research.** We will commission expert research to understand different aspects of the economic, social, technological and political systems that are causing the climate crisis in order to identify barriers and opportunities for change;
- **Energy transition strategy development.** Sunrise International staff will initiate and facilitate discussions with philanthropic donors, climate change experts, and non-governmental organisations to develop trans-national strategies to hasten the transition from fossil fuels to renewable energy.
- **Convening and connecting.** We will convene meetings of key players to build alignment and collaboration towards our mission. This includes convening donors around shared projects, as well as convening groups of partner NGOs including, but not limited to, grantees
- **Grantmaking.** Based on the research, strategy development and networking outlined above, we will support aligned grantmaking by philanthropic foundations, as well as re-granting funds to partner NGOs in line with our mission.

### 4. Sources of Funds

Sunrise International's management board brings well established and deep trust-based relationships with philanthropic trusts and foundations globally. This will allow for significant funding of Sunrise International from the outset with minimal costs of fundraising. Funding will primarily be sought only from large foundations who, by and large, require collaboration with re-granting entities like Sunrise International in order to deploy philanthropic funds at scale.

There are no plans at this stage to conduct grassroots or other public fundraising campaigns in the Netherlands or any other country.

### 5. Use of funds

Sunrise International will deploy funds to pay a small number of senior staff who will develop and implement the change strategies of the organisation including commissioning research, developing strategies, convening/networking and grantmaking.

In addition to these staff costs and a small level of administrative costs, the majority of funds will be used to re-grant to other charitable organisations (NGOs) in line with the research driven strategies that we develop.

Grantmaking will be conducted following detailed vetting and due diligence in order to ensure that all recipients of grants align with our charitable purpose and obligations as well as our organisational mission and values.

## 6. Staff

Initially the number of staff will be small, consisting of Chief Operating Officer Marijke van Liemt, and additional administrative support as required.

In time, we expect to expand the team as the organisation grows.

## 7. Governance

The Sunrise Project International Stichting has a two-tier governance, with a management board and a supervisory board. Whilst the management board is responsible for the day-to-day operations and is exclusively entitled to represent the foundation, the management board members may be dismissed and appointed by the Supervisory Board. The Supervisory Board also has important approval rights with a list of important decisions, including the amendment of this policy plan or major financial transactions.

The members of the supervisory and management boards represent a wealth of international experience in climate change campaigning and movement building.

### **The Management Board consists of:**

#### **John Hepburn - Chair**

John brings over twenty-five years' experience as a passionate and visionary change-maker with a deep commitment to driving large-scale systemic change to solve the climate crisis. He spent over a decade leading successful campaigns with Greenpeace in Australia and internationally before initiating and founding The Sunrise Project Australia in 2012. In 2016 John became an inaugural awardee of the Climate Breakthrough Project, developing and launching a high impact global finance program that has led The Sunrise Project to become the global organisation it is today. John is based in Australia.

**Sam La Rocca – vice-Chair**

Sam has over twenty-five years' experience in building people powered movements for a socially just and ecologically sane world. He's worked as a senior political advisor in federal parliament and led highly successful electoral campaigns. He has facilitated movement-wide processes for the Climate Action Network Australia and Friends of the Earth International's Asia Pacific Region; and he has a strong interest in building powerful networks to catalyse system change. Sam is based in Australia.

**Reecha Upadhyay**

Reecha is the Director of The Sunrise Project. Corporate Clean Energy Program. She has built and led campaigns on air quality, climate, gender equality, peace and security, and labour rights. She was the Head of India Program and Global Campaigns at the Clean Air Fund and the Director of Campaigns at Purpose. Prior to Sunrise, she was the Director of International Campaigns at Climate Catalyst where she designed and delivered steel decarbonisation efforts in India, Japan and South Korea. She also has a strong background in building campaigns strategies, programme development and management across Asia as part of the Asia Foundation and globally with the United Nations. Reecha is based in New Delhi, India

**Marijke van Liemt**

Before joining The Sunrise Project in May 2022, Marijks was Manager Operations and Partners at NLinBusiness, where she was responsible for setting up the operations. Marijke started her career at ABN AMRO Bank in the Netherlands, in corporate finance. After leaving ABN AMRO, she worked for 13 years internationally and after moving back to the Netherlands in 2016 she worked as manager operations at KidsRights, an NGO advocating children's rights Marijke is based in The Netherlands.

**The Supervisory Board consists of:****Claire Mallinson - Interim Chair**

Claire has a deep understanding of campaigning and the power of activism across international boundaries with over 30 years of senior leadership experience with environmental, human rights, disability and cancer research INGOs/NGO's in Australia and around the world. Claire was the National Director (CEO) of Amnesty International Australia (AIA) for twelve years and part of Amnesty International's Global Leadership Team for a decade. Claire is based in Australia

**Danny Kennedy**

Danny Kennedy is the Chief Energy Officer for New Energy Nexus, an international organization that supports clean energy entrepreneurs with funds, accelerators and networks that operates programs in China, India, Southeast Asia, and East Africa. He worked at California Clean Energy Fund, and is the President of CalCharge, a public-private partnership in California. Prior to being an entrepreneur, he worked at Greenpeace and other NGOs on climate and energy issues for 20+ years. Danny is based in the United States of America

### Sudha Nandagopal

Sudha is a highly regarded organizer, facilitator, strategist, and movement builder focused on democratizing systems of power and shifting power outward to those most affected by injustice and oppression. Through this work and her leadership in social, environmental, and racial justice organizations Sudha has developed expertise in multi-sector stakeholder engagement, networks, collaborative problem solving, and building power with communities of color, immigrants, and refugees. Sudha is based in the United States of America.

### Areeba Hamid

Areeba worked at senior levels in Greenpeace offices around the world from 2006-2020, campaigning on issues like marine conservation, coal expansion in India, rainforest destruction in Indonesia, and tar sands in Canada and North America. Areeba re-joined Greenpeace from The Sunrise Project, where she led their global finance program. Born in India, she is the first woman and first person of colour to lead Greenpeace in the UK.

## Remuneration policy

The Sunrise Project International Stichting remuneration policy follows a market-based remuneration policy for the executive functions. This means that it is in line with that of comparable non-profit organisations. Management Board members and Supervisory Board members are as such only reimbursed for reasonable out-of-pocket expenses.

## 8. Budget 2023-2026 Sunrise Project International

<b>The Sunrise Project International Stichting</b>				
<b>3 year Financial Estimates 2024-2025 (2023 - start up year)</b>				
	<b>LE 2023</b>	<b>Budget 2024</b>	<b>Forecast 2025</b>	<b>Forecast 2026</b>
	EUR 000			
<b>Income</b>	<b>€ 30</b>	<b>€4,773</b>	<b>€5,489</b>	<b>€6,312</b>
<i>Funds from partners</i>				
<b>Expenditure</b>	<b>€ -</b>	<b>€1,658</b>	<b>€1,907</b>	<b>€2,193</b>
<i>Grants made to partners</i>				
<i>Staff costs programs</i>	€-	€1,298	€1,493	€1,717
<i>Other costs programs</i>		€1,281	€1,473	€1,694
<i>Operating expenses (incl fundraising costs)</i>	€6	€ 429	€ 493	€ 567
<b>Total Expenditure</b>	<b>€ 6</b>	<b>€ 4,666</b>	<b>€ 5,366</b>	<b>6,171</b>
<b>Surplus/(Deficit) - build up operating reserves</b>	<b>€ 24</b>	<b>€ 107</b>	<b>€ 123</b>	<b>€ 141</b>



Sunrise International will not hold more reserves than necessary for the continuity of the organisation.

## Accounting principles

The annual accounts are to be prepared in accordance with the Guidelines for Annual Reporting, specifically RJ 650 Fundraising Organisations (modified 2017).

These will include:

- what amounts have been paid per director for reimbursement of expenses and attendance fees;
- the grants and expenses; and
- the income (sources) and the assets of the PBO

## 9. Contact Information

The Sunrise Project International Stichting, RSIN number 865032944

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