



POLICY PLAN

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HeartB always has the right to modify this policy plan, since it is a document that grows with the organisation. No rights can be obtained because of this policy plan, but HeartB does strive to optimize the activities and future policy plans as much as possible to this plan.

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HeartB: Vision and Mission

HeartB's vision is a world in which everyone enjoys all their human rights. In pursuit of this vision, HeartB's mission is to empower every person with access to the internet to contribute to social change of human rights problems.

How do we achieve this mission?

By making connections on the pure basis of human rights improvement and social change, we aim to bridge international, political and religious boundaries for changes in human rights.

What?

HeartB will be a dialoguing platform for social change. It will be a website to start with and might become an application later.

The main tools of HeartB;

- Connections that are formed on the pure basis of desire for social change
- Structured discussion of solutions for social change
- Globally sharing personal stories of human rights issues
- Polls to make bottom-up decisions for social change

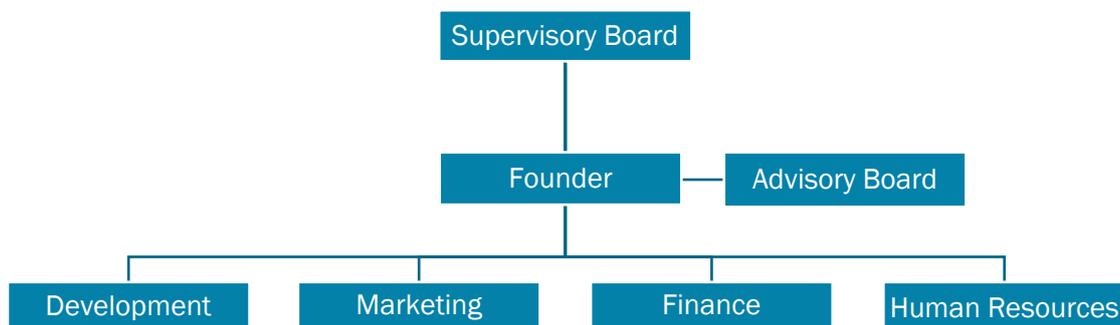
Together these create: a voice for people who desire social change and awareness of human rights issues and their solutions. This so to facilitate social change that suits the people who experience a human rights issue. NGO's, Political Actors, Individuals that want to support others and International Financial Institutions can than support the change in a way that is desired by the people in need of change.

Core values

Empowering	Serving people that need social change in a way they desire is key.
User first	HeartB will be developed to the needs of the users that desire change.
Unity	Bridging religious, ethnic, political, regional, gender differences for change
Transparency	All finances are openly available for everyone.
Equality	No user, person or team member is better than any other person.
Independent	HeartB is an independent platform without political motivations.
Awareness	HeartB serves as a tool for global coverage of human rights.
Anti-slavery	Global coverage of modern slavery might contribute to abolishment.
Fair	HeartB aims for a more just world, so this is also key in the foundation itself.
Respect	Mutual respect in the platform and team is of high importance.
Non-profit	100 % of our profit is used for the mission and vision.

Structure of the organisation

For decision making:



For achieving the mission:



Equal organisation

Every single person working for HeartB is as important as any other person, voluntarily or paid. Everyone in their own way contributes to HeartB's mission. Every half a year all team members, but specifically paid ones in the future, will have a conversation with the founder to align their work with HeartB's mission. All employees set themselves three goals within that mission, related to their function, and if possible, achieve these in the way they think is best for HeartB and for them. These goals will be valued every half year or sooner if necessary.

Possible future exponents of HeartB's organisation structure

- | | |
|-----------------|---|
| Advisory Board | The advisory board still needs to be officially established by the supervisory board and founder. |
| Members council | HeartB users can become part of the members council, which can advise the director and future management team in decision making. |
| Co-founder | In the future a co-founder might be considered to keep up with HeartB's growth. If so, a third person will be appointed for the executive board, so the number of the board remains an uneven number for decision making. |

Personal development

"Help others, Help yourself"

HeartB aims to have a people powered approach within the team. Being part of HeartB needs full energy to do the best for our users. In order for every team member to do so, they have to be happy themselves. In the future HeartB hopes to be able to invest in personal development team meetings, so that each of the team members can invest in themselves and is able to invest best in their work for HeartB.

Finances HeartB

Income streams:

- Funds
- Donations
- Partnerships
- Other (later stadium; see end of this chapter)

Key values for our finances:

- User first
- Independent and Honest
- Transparent

User First

- The safety and needs of our users always go first for what donor, funds or partners want.
- No donor, fund or partner can be involved in HeartB's mission, vision and values. Which all serve to provide the best tool for social change for HeartB users.
- We are open to elaborate the user target group of HeartB for specific funds/donors or partners. However, HeartB will not guide the topic or outcome of the use of the platform by its users. This is because we do not believe that outsiders can choose a topic that needs to be changed for a specific group of people. If a specific topic like gender inequality is a problem in a certain area, the target group themselves will be able to make a HeartB group for this. If they don't, then it might not be an issue they want to resolve or an issue they can publicly display. Donor parties cannot start an issue on HeartB unless they are the ones experiencing the issue.

Independent and Honest

- HeartB aims to maintain full independence from any and all governments, political ideologies, economic interests or religions. HeartB is at no terms a platform to exceed religious or political agendas. Funding from political or religious actors can only be accepted if it is coming from a holistic policy perspective to help others. HeartB will not endeavour in strategic politics.
- HeartB has the right to not accept donations of companies that threaten human rights. Amongst others; banks that deal in arms, clothing companies that do not care about the people making their clothes, companies hurting the environment so bad it affects people.
- Open to receive money from non-green and/or unfair-trade organisations if they prove they are open to talk with HeartB to provide a better community perspective for their workers or for the environment and the money will be used to do so.

The fine line in this is to be found by HeartB's board and director. The liveability of HeartB will take a big role in this decision-making process.

Transparent

- We will report every year about all our financials in the financial report, to be found in the footer of our website. Besides we will do our best to provide easily readable transparency overviews on our website. Questions about our finances can be raised freely and will be replied to as soon as possible, depending on the capacity of the team.

Other income streams (Might be considered for the future)

- Selling the HeartB discussion structure for corporate solutions

Pros	Cons
- Great financial model	- Total new company
- Helping organisations (for example healthcare)	- Commercialisation might not be appreciated
- Good model for co-founder	

- Advertisements for fair/durable brands

Pros	Cons
- Promoting fair/durable consumer behaviour	- Consuming should also be less, not just durable/fair
- Sustainable revenue	- Annoying for users
- Possible button to switch off?	- Feels like it interrupts the social feeling and goodwill of users

- Content writing of user interaction and selling the content; Documentaries, News, Articles

Pros	Cons
- Really being a voice for the users by spreading their story	- Users might feel like their info is sold
- Button for user to not give permission to use their content.	- Careful to be not supremacist/ top-down.
- Making more impact and creating more awareness	- Information might be used incorrectly

- Any other business cases might be reviewed as long as HeartB follows the key values of transparency, user-first, honest and independent. This might swift the key value non-profit to profit for purpose, but in that case a social enterprise will be started as HeartB's sibling.

Expenses

All of HeartB's expenses are done in line with our mission which are activities to improve the website, empower our users and to maintain HeartB. Main costs:

- Web development
- IT costs
- Community management (Marketing)
- Partner/Donor Relations (Continuity of HeartB)
- Management
- Volunteer/team appreciation
- Office space
- HeartB's team's personal development

Our previous and estimated future expenses are to be found in the financial report, to be found in the footer of the website.

Unexpected financial situations

If HeartB has more financial means than it needs for the next 10 years with possible growth taken into consideration, money will be spent on projects that are formed within HeartB. If that is not possible, we will not accept money anymore and/or return it to the donor.

If HeartB will ever stop and there is still money in the bank;

- The rest of the money will be tried to be invested in one or more projects that started because of HeartB.
- If not possible the money that is left will be transferred to another ANBI organisation or international NGO that is aligned with the mission and vision of HeartB.

Salaries

Salaries will depend on the means HeartB has. In this policy document you find the salary policy we aim to achieve.

Supervisory Board:

- Voluntary position
- Expenses, like travel costs, are paid for by HeartB (In consultation with founder or management)

Volunteers:

- Aiming for a volunteering compensation for volunteers that face difficulties regarding their basic human right (Food, safe home, healthcare) To be decided on the height of this compensation.
- Minimum of one event a year to thank volunteers, board and interns.
- Expenses, like travel costs, are paid for by HeartB. (In consultation with founder or management)
- Not working more than 12 hours average a week. (Exceptions are possible for example if someone is retired)

Interns

- Aiming for basic internship compensation. To be decided on the height of this compensation.
- Minimum of one event a year to thank volunteers, board and interns.
- Expenses, like travel costs, are paid for by HeartB. (In consultation with director/founder or management)

Employees:

- Employees (not interns) working more than 12 hours a week, should not be volunteers and receive a salary, unless the volunteer explicitly wants to work voluntarily for more than 10 hours.
- Employees that are contracted full time (38 hours) will discuss their salary with the management considering a point system combining education, experience, tasks, responsibilities etc. A salary grid will decide their income. This point system and salary grid are currently in the making.
- Employees can make a decision to lower their points, by which they lower in scale in the salary grid. This is a decision made for a year and can be re-evaluated at least every year.
- Start-loans will always be lower than 4000 euro gross, and we will try keep all wages under 5000 euro.
- Every year, the loans will be adjusted to inflation
- Year-end bonus 6,3 % (If financially possible)
- Holiday Allowance 8% (If financially possible)
- 26 days of holiday days a year, plus Christmas and New Year's Day. (26 is average in The Netherlands)
- Remote working several weeks a year is possible in good consultation with founder.

Founder:

- If available, the founder will receive a salary. This salary is only for her activities as executive general manager.
- The founder is also rated by the HeartB point system, but will downgrade her points to the salary scale which is similar to that of a high school teacher in The Netherlands. Because of tax differences for teachers and people in social work, her nett salary will be as high as the salary of a primary school teacher in the Netherlands. The idea behind this salary strategy is from the perspective that a teacher in the Netherlands earns a fair, but not outrageous salary. Her salary will start with 2822 euro gross a month, which is 2134 nett. If resources are available and working full time.
- The supervisory board will act as her employer and will have performance reviews with her every year, before which they inform themselves with the other team members of HeartB about her performance. This will also be an opportunity to review her salary scale and point system.

Multi-Year policy

This multi-year policy plan is not a fixed plan. Our user first approach will determine the policy of HeartB. It is up to the users how we can best help social change. Decisions made will be data driven. This multi-year policy is used to show the goals of HeartB and the potential of HeartB for the future. The activities mentioned might happen later, sooner or might not happen if it turns out that they do not serve the bigger mission of empowering people to contribute to social change.

Timeline

2021

- Going live!
- Testing and learning from testing. If necessary, make adjustments to the platform.
- Marketing so to scale with careful considerations to testing and possible adjustments.
- Scaling the user reach with the focus on one country; Lebanon
- Expand scaling outside Lebanon, if scaling and testing goes well in Lebanon.
- Becoming financially sustainable.
- Scaling the team to the needs of HeartB
- Smooth translation system. (Currently google translate)
- Increasing safety of the use of the platform

2022

- Growth in bigger region of the Middle-East with focus on basic human rights
- Create more awareness of human rights issues by offering all users a questionnaire about their personal human rights issues and make this data safely visible in a world map.
- A world map that shows the status of human rights of all users who filled out the questionnaire. This world map will show every human rights situation indicated with colours from green to red; with green being a good situation and red a bad situation. These colours are to be defined by human rights questionnaire. Topics are for example; access to food, water, education, safe housing, healthcare, fair wages, equal treatment a healthy environment.

2023

- Scaling to Africa
- Personal impact on human rights question list by sign-up
- Similar to the questionnaire and human rights world map mentioned above, we will also create awareness for users how they influence other people's human rights. This will be added to the world map and questionnaire mentioned in the planning of 2022.
- A world map that shows the positive contributions to human rights change (People eating fair-trade and durable, eating vegetarian, limiting use of cars, etc.)

2024 and onwards

- Going global.
- Continue improving our services

Why Lebanon and the Middle-East?

Both Lebanon and the wider Middle-East know and have known struggles for social change. Both have young populations that dream of social change and no longer want to connect because of religious, ethnic, gender or class divides. Besides, in the whole region the written language is everywhere the same; Arabic. This is helpful so we can focus on smooth English/Arab translations in the future. Another point that influenced this decision is the experience of the founder by which HeartB came to exist.

Questions?

Contact us with the contactform which you can find in the footer of our website.