



Ki Culture

ACTIVITY REPORT 2020

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1. Executive Summary

It is my pleasure to present the second annual Activity Report for Stichting Ki Culture. The purpose of this report is to give an overview of all activities of Ki Culture in 2020 with specific regard to organizational, operational, and financial aspects as well as deliverables.

Ki Culture was officially established as an ANBI Stichting in January 2020. The activities of the stichting in the year of operation included fundraising, recruiting volunteers, establishing the public profile of the organization, as well as developing our main deliverables in time for launch in 2021.

Recruitment

In 2020 Ki Culture recruited over 40 volunteers from around the world and hosted two internships from Neewara Academy of Design, Jaipur, India to help with the development of our programs.

Fundraising

As part of the voluntary team Ki Culture recruited one Fundraising Coordinator to oversee the fundraising team and manage all fundraising activities for the organization. In 2020 our fundraising included three successful crowdfunding campaigns via GlobalGiving, through which Ki Culture has raised over \$8.000. The organization remains a nonprofit partner of the international fundraising platform into 2021. Other funding successes...

... hosting workshops in collaboration with partners, including the University of Amsterdam and independent curator Alice Bonnot.

... became an official partner of 1% for the Planet.

Public profile

The Stichting was officially launched to the public in 2020. This included the first version of the organization's website, profiles on all mainstream social media platforms, a regular monthly newsletter, and an increased presence at sector conferences and events. Helping us to continue to build our network and create international partnerships within the cultural heritage sector, but also bring Ki Culture to a broad public audience.

Deliverables

Like many organizations in the culture sector, the global COVID-19 pandemic has led us to adapt our activities. From April to August Ki Culture hosted a series of Online Heritage & Sustainability Workshops for Professional Development, which were a great success, and were attended by over 160 individuals worldwide.

In addition, the main focus for 2020 has been capacity building and developing effective tools to facilitate the adaptation of sustainable practices in the museum sector. Specifically in 2020 our energies were focused on developing the Ki Books, and all other assets for our Ki Futures program. In addition we have partnered with La Fresque de Climat to develop an exhibition on Climate Change.

2021 will see the launch of Ki Futures which will continue to add value to the Stichting by establishing Ki Culture as an authority on sustainability in the cultural heritage sector.

We are thrilled and humbled by the support and encouragement we have received and we look forward to working together for a better future.

A handwritten signature in black ink that reads "Caitlin Southwick". The signature is written in a cursive, flowing style.

Caitlin Southwick
Executive Director, Ki Culture

2. ANBI Status

Stichting Ki Culture was granted ANBI status from the Dutch Tax Authorities as of 1st January 2020. The application for ANBI status from the Dutch Tax Authorities was prepared by Maguire Ltd. The Oprichting (Articles of Incorporation) can be found [here](#). The Policy Plan can be found [here](#).

3. Organizational Management and Internal Operations

As per the Articles of Incorporation, the stichting is composed of a Raad van Toezicht (Supervisory Board) and a Bestuur (Operational Board). Additionally, the organization has an Advisory Board and Honorary Board. In 2020, the Bestuur hired one part time employee and recruited 40 volunteers. 2021 will see the appointment of additional employees and volunteers.

3.1. Raad van Toezicht

One member from the original Raad van Toezicht established in 2019 resigned from the post. The Raad currently comprises of two members who were recruited based on their expertise and interest in the mission of the stichting. The Raad is currently seeking additional members. Three candidates have been chosen and are in the process of interviewing for the position. The Raad has decided that three members is the minimum but five would be desirable for 2021. Full biographies of the members can be found [here](#).

3.2. Bestuur

The Bestuur comprises a Chair, Treasurer, and Secretary. The three functions are currently held by the acting Executive Director of the Stichting.

3.3. Advisory Board and Honorary Board

Ki Culture maintains two additional boards to include and recognize specific individuals who have contributed to the development of the organization.

The Advisory Board is composed of professionals with expertise ranging from business and economics to cultural heritage and climate science who provide input and advise on the content and direction of the organization. A full list of Advisory Board members can be found [here](#).

The Honorary Board is composed of established professionals who show their support of Ki Culture by lending their names and network to the Stichting. Members are recruited based on their expertise and standing in the cultural heritage community. A full list of Honorary Board members can be found [here](#).

3.4. Hiring of Employees

The organization continued to employ one part-time position in 2020. This part time position is currently under temporary contract on a 16 hour work week

until May 2020. The employee's role has been primarily for administrative support and maintaining records of the organization and board meetings.

Additionally, volunteers were recruited and two internships were hosted. Volunteers for Ki Culture are divided into two categories: Core Team Members and Volunteers. Team Members run specific tasks for the organization and have set responsibilities, based on their specializations and interests. Team Members work on a voluntary basis, but have a larger time commitment to the Stichting and oversee projects. A full list of Team Members can be found [here](#). Volunteers assist on an ad-hoc basis and consist mainly of students and professionals with an interest in culture and sustainability.

Volunteers are recruited through our network, in our newsletter, and through posts on international volunteer job platforms.

4. Key Activities and Results

In 2020 Ki Culture's activities focused on the following deliverables:

4.1. Ki Futures

The Ki Futures program brings together resources and actions, empowering institutions and individuals so that together we can bring about sector-wide change. In 2020 the organization has developed the Ki Books and all other assets of the program. The program will launch in January 2021. More information about Ki Futures can be found [here](#).

4.2. Ki Books

The Ki Books are the backbone of the Ki Futures program and the calling card of Ki Futures. These step-by-step guides on sustainability are themed and provide practical actions for cultural professionals at any level, anywhere in the world. The first three Ki Books (Waste & Materials, Social Sustainability, and Energy) were written and designed in 2020 and will launch in 2021. The Ki Book teams combine sustainability experts and cultural professionals to provide appropriate content and accessible language.

4.3 Public Profile

Ki Culture has steadily increased its public profile over the course of 2020. This has consisted of the following:

4.3.1. Newsletter

In 2020 Ki Culture continued to send its monthly newsletter, which is now distributed to over 2000 subscribers. The main purpose of the newsletter is to promote Ki Culture's activities, and those of our partners, and to reflect on current events in the context of our work.

4.3.2. Website

The first version of the Stichting's website was launched in 2020 as a "landing page" for anyone searching for Ki Culture online. From here users could sign up for our newsletter or get in touch with us via the contact page. In 2020 we have been working to design and build our official website, which will launch in January 2021.

4.3.3. Social Media

In 2020 Ki Culture launched across all major social media platforms, including [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), and the specialist platform [We Don't Have Time](#). Combined the organization had a following of over 2500 individuals by the end of the year. A new team was assembled for social media management. The team participated in a professional training to help develop creative and effective approaches as well as a comprehensive social media strategy.

4.3.4. Rebranding

Ki Culture unveiled a new look in 2020. We worked with an independent design consultant and design volunteers to launch a new logo, and develop our brand identity and style guide.

4.4. Climate Collage Exhibition

Ki Culture aims to create a series of duplicable exhibitions with various sustainability themes. These exhibits will be interchangeable and free for institutions to download and use. The ambition is that every museum in the world will have an exhibition on sustainability.

In 2020 Ki Culture partnered with La Fresque de Climat to develop the Climate Collage game into a ready-made temporary exhibition. 2020 consisted of formulating the partnership and assembling the team, writing the proposal, and exploring avenues for funding.

4.5. Sustainability in Conservation (SiC)

SiC is a recognized "branch" of Ki Culture. In 2020 SiC focused on the development of their Green Solvents Project and the Student Ambassador Program, now in its third year with over 20 universities participating worldwide. The Green Solvents Program is currently seeking founding partners and financial support. The Handbook will be ready in fall 2021 along with the online platform.

4.6. Other Activities

Sustainability Summit Series

The Sustainability Summit Series aims to facilitate constructive dialogue among key stakeholders in the sector to drive change and effective communication. Topics for dialogues will vary and include everything from climate control to social media collaboration. The network of participants will be hosted on the Ki Culture website, where invited members can connect and register for various summit discussions.

Voices of Culture

Ki Culture was selected as one of 45 organizations in Europe to participate in a structured dialogue on how the European Commission can better support culture and sustainability. Caitlin Southwick participated on behalf of Ki Culture and was an active member of the SDG 8 group, participating in developing solutions for funding limitations and job insecurity in the sector. She will be presenting the report to the Commission on 11 February.

Ellen MacArthur Foundation

Ki Culture was asked to provide a scenario for the From Linear to Circular Program for the Ellen MacArthur Foundation. Ki Culture provided four different situations in the cultural sector for EMF participants to propose circular solutions to. Eight groups chose to work on Ki Culture's propositions.

Webinars and Conferences

Ki Culture was active and gained visibility through participating in conferences and webinars. Our presence included:

- International Symposium at Klimahaus Bremerhaven
- Icelandic Museums Association Annual Conference (Keynote)
- Vastari webinar series
- ArtiCheck Artevolve webinar series
- ICOM DEMHIST Annual Conference
- Museums Facing Extinction Lithuania Conference, We Are Museums
- Climate Heritage Network Annual Conference
- NEMO Annual Conference
- MOTI Forms Annual Conference
- University College Los Angeles (Guest Lecturer)
- EXARC Volunteer Day
- Pakhuis de Zwijger (Speaker at popular event night in Amsterdam)
- Impact Hub Female Entrepreneur Meetup

5. Financial Overview

2020 financials are outlined in the Annual Report [here](#).

Action Plan for 2021

Ki Culture will continue to endeavor to procure financial security through its projects and programs, while fulfilling its mission of making culture sustainable and a voice for sustainability.

2021 Projects and Programs

Ki Books

Ki Trainings

Ki Futures

 Ki Champions

 Ki Port

 Ki Coaches

 Ki Toolkit

 Accreditation

 Certification

 Network

Exhibitions

Sustainability Summits

Sustainability in Conservation

 Sustainability Ambassador Program

 Green Solvents Handbook

 Digital Resource Center and Guy Tree

 SiC Journal

Conferences and Webinars

Digital Platforms

 Website

 Social Media

Employees

Volunteers

Financial Plan

Calendar

2021 will see the launch of the Ki Books and Ki Futures.

Ki Books

The first three Ki Books - Waste & Materials, Social Sustainability, and Energy - will launch in January 2021. These books are available in English, but throughout 2021 will be translated into different languages by our volunteers and corroborated by native speakers.

The first three Ki Books are free of charge and available to download from our website. These serve as demonstrations of the quality of work that Ki Culture produces and our expertise.

The second iteration of the Ki Books will be developed in 2021 for release in January 2022. These themes will include: Indigenous Relations & Traditional Knowledge, Education & Outreach, Exhibitions, and Water. Ki Book teams will be assembled in February 2021. Additional support for research and content will be provided by interns.

Sponsorship will be sought for the successive iterations of the Ki Books. Additionally, a fee will be associated with all Ki books launched in January 2022 and later. This includes updated versions of the first series of Ki Books (launched January 2021).

Ki Books starting January 2022 will cost 15 euro each, or you can subscribe for 100 per year to get access to all of the Ki Books, including updated versions and new themes.

Ki Trainings

The Ki Futures Training Program will serve as an introduction to Ki Futures and will launch in March 2021. This program will give participants an introduction to the content of the Training through the Ki Futures program. After the Ki Futures launch, the Ki Training will be incorporated into the program and will be available to all participants as part of the subscription fee. The Trainings will still be available for non-participants at price per training rates.

The training program is a series of online courses which will be offered for 50 euro per course. Four courses will be offered in March 2021. These will include: Sustainability for Culture, Waste & Materials, Social Sustainability and Energy. Additional courses will be developed and will be launched in April, which will include: Accessibility in Social Media, Sustainability in Conversation: How to Talk About Sustainability and PR and Engagement.

Ki Futures

While 2020 saw the research and development of the Ki Futures program, the official launch will take place in 2021.

Ki Futures includes various tools, resources, and programs for implementing sustainable action within institutions globally.

Ki Futures includes:

- Subscription to Ki Books (all freely accessible)
- Ki Trainings (all inclusive)
- Ki Port and Ki Reports
- Ki Toolkit
- Ki Coaches

Accreditation and Certification Program (coming 2022)

Ki Champions

Ki Champions are cultural professionals who want to be sustainable. They are the individuals or teams doing the action and leading the way. The Ki Port connects Champions locally and globally. Ki Champions have access to Ki Coaches and the Ki Reports, which are case studies from other Ki Champions to inspire and demonstrate success.

Ki Port

The Ki Port is the online hub for Ki Champions which houses the Ki Toolkit, Accreditation/Certification status and communication platforms for participants.

Ki Coaches

Ki Coaches are mentors for the Ki Champions who facilitate local networks and are the direct connection to Ki Culture. They are available to answer questions, give advice, and provide contact and connections to relevant stakeholders and partners, locally and globally.

The Ki Toolkit

The Ki Toolkit includes a series of communication guides and support material to help Ki Champions understand and communicate about sustainability.

The Ki Toolkit is updated and added to regularly. Tools for 2021 will include:

- o Sustainability in Conversation: How to communicate what you are doing to your peers and colleagues
- o Forming Your Team: A guide on how to create a Ki Futures Team at work
- o PR and Engagement Guide: How to communicate your success to the outside world
- o Let's Talk about Climate: A guide to communicating about climate change
- o Ki Signage and Posters

KI ACCREDITATION

Ki Culture will offer the first international Accreditation program for managing and measuring sustainability in culture. Ki Accreditation is based on a points system rewarding completion of various actions and successes. Ki Champions can log onto the Ki Port and record their achievements, which can contribute to the Accreditation of their institution. Actions which gain points are those outlined as part of Ki Futures as well as our partner organizations.

KI CERTIFICATION

All Ki Champions are eligible for Certification. Certification is a recognition of the skills and actions of Ki Champions through Ki Futures and our partner organizations to take action on sustainability. Ki Champions can become certified in any one or multiple areas of sustainability (which align with the Ki Book themes). Certification allows you to build your professional skills and experience and can be taken with you for the rest of your life.

KI FUTURES NETWORK

Ki Futures is a program, but ultimately it is a network - an international group of leaders - organizations and individuals in the cultural sector committed to a sustainable future. The heart of the program is connecting actors in the field to work together, inspire and support each other; to create peer-to-peer relationships, open lines of communication, and safe spaces for dialogue. The network includes all Ki Futures participants and Ki Culture partners and is the way for us to drive sector-wide change and unite as a sector to lead the way to a sustainable future.

Exhibitions

Ki Culture will continue to pursue the sustainability themed exhibition program. Ki Culture is in discussion with Vastari regarding hosting the exhibitions on their platform.

Sustainability Summits

Ki Culture will continue to develop its discussion platforms to bring conversations to all relevant stakeholders and promote collaborative solutions.

Sustainability in Conservation

Sustainability in Conservation will continue to develop its projects and programming to integrate sustainability into the conservation field.

Student Ambassador Program

The Student Ambassador Program will continue to run, with a new iteration of the Energy Handbook.

Green Solvents Handbook

The Green Solvents Handbook will be written and development of the Green Solvents Research Platform will commence with recruiting partners and funding.

Digital Resource Center and Guy Tree

The Digital Resource Center will be published on the SiC website. The Guy Tree will also be developed by soliciting information from experts around the world to provide sustainable alternatives for conservation treatments and protocols.

SiC Journal

SiC endeavors to develop an academic peer-reviewed journal in collaboration with Studies in Conservation.

Conferences and Webinars

Ki Culture will continue to expand its visibility through participation in webinars and conferences. Currently, Ki Culture is scheduled to make appearances at:

- Art/Switch Conference - March (Moderator)
- ArtiCheck Bizot Webinar - February (Panelist)
- Looking Ahead: EMEA International Museum Day - May (Moderator)
- CHN/AAM Earth Day - April
- MuseumNext - 25 February
- UvA Presentation - 17 March (Guest Speaker)
- Vastari Series: Keep Calm - February (Panelist)
- Vastari Series: Earth Day - April (Co-host)

Digital Platforms

Website

The new website - www.kiculture.org - will launch on 4 January, 2021. The new website has expanded capabilities and hosts the Ki Books, Ki Port for Ki Futures, and the Sustainability Summit Network Map and Events.

The website also serves as the calling card for Ki Culture, outlining what Ki Culture does and providing all relevant information about the stichting.

Social Media

Ki Culture's social media team has been working on building the strategy and implementing a more systematic approach to our outlets. We continue to build traction on various platforms and develop our message and build visibility.

Employees

Ki Culture has budgeted for 6 full time employees by the end of 2021, including the Executive Director, Director of Operations, Director of Finance, Director of Fundraising, Director of Communications, and an Administrative Executive. We have also budgeted for part time positions and free-lance work including: web design, graphic design, IT, and brand manager.

Volunteers and Interns

Ki Culture will continue to rely on volunteers and interns for content and support. Ki Culture will host 6 interns from the Reinwardt Academie in the summer of 2021 and one Erasmus intern in the fall of 2021.

Financial Plan

Ki Trainings:

Ki Trainings will be offered for 50 euro per session for non Ki Future members. Trainings will be offered twice per week until the launch of Ki Futures.

Ki Futures:

Ki Futures will cost 3500 euro annually for participants and will also include a sponsorship program for underfunded institutions.

Ki Books (2022)

Ki Culture will seek sponsorship for the creation of the next volumes and themes of the Ki Books. Sponsorship will be sought through companies as well as grants.

Calendar

January

- Launch on new website
- Launch of Ki Books

Goals: Launch first three Ki Books

February

- Assemble Teams for Next Series of Ki Books
- Identify holes in Ki Culture Team (and start filling them)
- Marketing for Ki Trainings
- **nextmuseum.io Online Talk on [Crowdcast.io](https://crowdcast.io)**
Feb, 25 2021 18:00-19:00 CET
-

Goals: 1.000 in first month of Ki Book launch (by 11 February)

Website - 3.000 visitors in February

Social Media

Trainings - sell out 3 trainings

March

- Ki Trainings - first session (Sustainability for Culture, Waste & Materials, Social Sustainability and Energy)
- Ki Toolkit - finalize all assets
- Launch Summits Map and Meetings online platform
- Organize teams for translations for Ki Books
- Art/Switch Conference

Goals: Fill Session 1 of Trainings with 30 participants for each session (6.000 euro)

*Each session will offer two time slots - one to accommodate EU/Asia Pacific and one to accommodate the Americas

END OF Q1:

Business Objectives:

Pay Georgina

Pay Caitlin

Cover business expenses

Goals:

2.500 Ki Book downloads

April

- Ki Trainings - second session (Communicating about Sustainability - Sustainability in Conversation, Accessibility and Social Media,
- Ki Port
- Vastari Webinar

Goals: Launch the Ki Port

May

- Ki Trainings - potential third session
- Ki Culture / ICOM International Museum Day Webinar

Goals: Launch Ki Coaches Pilot

June

- Ki Futures pilot programs

*Goals: Gain feedback from pilot programs
Increase social media engagement through material from KF pilots*

END OF Q2:

Business Objectives:

Hire Director of Operations and Administrative Executive
Cover business expenses

Goals:

5.000 Ki Book downloads

July

- Ki Futures pilot programs
- Start promoting Ki Futures official launch in September

*Goals: Set price points for Ki Futures launch in September
Increase social media engagement through material from KF pilots*

August

- Wrap up Ki Futures pilots
- Start registering Ki Futures participants for September

Goals: Recruit 30 participating institutions for September

September

- Official launch of Ki Futures

- Ki Training program launches
- 2 Ki Training sessions

*Goals: Launch Ki Futures with 30 participants
Sell out both training sessions*

END OF Q3:

Business Objectives:

Hire Director of Finance and Director of Communications
Cover business expenses

Goals:

7.500 Ki Book downloads
30 Ki Futures Participants

October

- Continue recruitment for Ki Futures Participants
- 2 Ki Training sessions

Goals: Recruit 10 more participants

November

- Continue recruitment for Ki Futures Participants
- 2 Ki Training sessions

Goals: Recruit 10 more participants

December

- Continue recruitment for Ki Futures Participants
- 2 Ki Training sessions

Goals: Recruit 10 more participants

END OF Q4:

Business Objectives:

Hire Fundraising Director
Cover SiC expenses and Ki Culture expenses

Goals:

10.000 Ki Book downloads
60 Ki Futures Participants