



# OPPORTUNITIES IN TIMES OF CRISIS

THE ROUND TABLE FOR PEOPLE AND THE PLANET

Yearbook  
**2009**



worldconnectors



Europe in the  
World



Sustainable World  
Citizenship



Gender and  
Diversity



Financial Systems



# CONTENT

<b>3</b>	We are the Worldconnectors
<b>4</b>	Events in 2009
<b>6</b>	Media coverage in 2009
<b>8</b>	Theme: Europe in the World
<b>10</b>	Theme: Sustainable World Citizenship
<b>12</b>	Theme: Gender and Diversity
<b>14</b>	Theme: Financial Systems
<b>16</b>	Youth & Young Professional Worldconnectors
<b>17</b>	Behind the scenes
<b>18</b>	Meet the Worldconnectors
<b>20</b>	Looking forward

## Engels of Nederlands?

Een groot deel van de communicatie van de Worldconnectors is in het Engels, zo ook dit jaarverslag. De naam Worldconnectors geeft al aan dat ons doel is om verschillende werelden te verbinden en om Nederland te verbinden met de rest van de wereld. In de 21ste eeuw is communiceren in het Engels een noodzakelijk middel om dit doel te bereiken. Het stimuleert deelname van niet-Nederlands sprekende personen en maakt het mogelijk om informatie te kunnen uitwisselen met internationale collega's en gastsprekers. Media-uitingen die gericht zijn op het Nederlandse publiek zijn wel altijd opgesteld in het Nederlands.

## preface

HERMAN WIJFFELS, CO-CHAIR

# CONNECTING WITH SOCIETY

For the first time in the history of humankind, we are dealing with challenges that need to be addressed on a global scale. Problems due to climate change and the financial crisis can only be solved through cooperation at a global level. I feel connected with these issues. Since April 2009 I have been able, as the co-chair of the Worldconnectors, to give this connection some substance. The above issues received a lot of attention in the work of the Worldconnectors over the past year. We organised several climate change activities in the running up to Copenhagen, and a Working Group elaborated ideas for reshaping the financial sector. An integral part of this reform is the revision of the international financial architecture, to which a Round Table Meeting with Minister Koenders was dedicated.

Other issues we worked on in 2009 were Europe, Gender and World Citizenship. With regards to Europe, a Statement was published in which we plead for an active and constructive Dutch contribution to the shaping of cooperation within the EU. The Working Group Gender and Diversity calls for more space, trust and responsibility for women in the development of sustainable societies. The theme World Citizenship focuses on ideas and methods for allowing citizens to take initiative and responsibility for addressing the big challenges of our time. The last two themes will be continued in 2010.

The Worldconnectors are a group of people with diverse backgrounds who dedicate themselves in different ways to a just and sustainable society at all levels, from local to global. However interesting or important the ideas that we develop might be, in the end it is about the translation of our ideas into a social reality. The latter is best done, if not only done, in cooperation with others. We will therefore continue to connect with other social forces that are relevant to the themes we address. Our aim is not just to write a Statement or an article: ultimately we aim to effectively influence the policy agendas. In 2010 our programme will be further tailored to this aim.



HERMAN WIJFFELS,  
MEDEVOORZITTER

# VERBINDING ZOEKEN MET DE MAATSCHAPPIJ

Voor het eerst in de geschiedenis van de mensheid hebben we te maken met vraagstukken die een mondiaal karakter hebben. Kwesties als klimaatverandering en de financiële crisis kunnen we alleen oplossen door samen te werken op mondiaal niveau. Ik voel me betrokken bij deze kwesties en geef daar sinds april 2009 inhoud aan als medevoorzitter van de Worldconnectors.

In 2009 besteedden de Worldconnectors veel aandacht aan de klimaat en financiële crises. We organiseerden verschillende activiteiten in de aanloop naar Kopenhagen, en werkten ideeën uit voor de hervorming van de financiële sector. Een belangrijk thema hierin is de herziening van de internationale financiële architectuur, waaraan een Ronde Tafel bijeenkomst met Minister Koenders werd gewijd.

Wij werkten ook aan de thema's Europa, Gender en Wereldburgerschap. Over Europa publiceerden we een rapport waarin we pleiten voor een actieve en constructieve bijdrage van Nederland aan de ontwikkeling van de samenwerking in de EU. De Werkgroep Gender en Diversiteit roept om meer ruimte, vertrouwen en verant-

woordelijkheid voor vrouwen in de ontwikkeling van duurzame samenlevingen. Het thema Wereldburgerschap richt zich op ideeën en methoden om burgers zelf initiatieven en verantwoordelijkheid te laten nemen voor de aanpak van de grote vraagstukken van deze tijd. In 2010 zullen we ons werk op deze thema's voortzetten.

Worldconnectors is een netwerk van mensen met uiteenlopende achtergronden die zich op allerlei manieren inzetten voor een rechtvaardige en duurzame samenleving op alle niveaus, van lokaal tot mondiaal. Hoe interessant en belangwekkend de ideeën die wij ontwikkelen ook mogen zijn, uiteindelijk gaat het om de vertaling ervan naar het dagelijks leven. Dat laatste kan het beste, zo niet alleen, door samenwerking met anderen. In 2010 zullen we daarom steeds de verbinding blijven zoeken met andere maatschappelijke krachten die relevant zijn voor de onderwerpen die ons bezig houden. Het gaat ons niet alleen om het schrijven van een rapport of een artikel, maar uiteindelijk om het op een effectieve manier beïnvloeden van beleidsagenda's. Het komende jaar zullen we hier nog harder voor strijden.

# WE ARE THE WORLDCONNECTORS

## How it started

The initiative for the Worldconnectors was taken in 2006 by Ruud Lubbers, SID NL, NCDO and DPRN. They believed that a more positive and active role for the Netherlands was needed in international cooperation and global sustainable development. To this end they brought together women and men in influential positions, of all ages and from different sectors of society. They created a dynamic network: the Worldconnectors.

## Who we are

The Worldconnectors are opinion leaders in the public, business, policy, civil society and/or political arena. Inspired by the UN Millennium Declaration and the Earth Charter, we all share the ambition to build a sustainable and peaceful global society. We critically analyse current trends and introduce new and innovative views on global challenges. We emphasize our interdependence; the connections between all members of the national and global society.

## Our mission

The mission of the Worldconnectors is to encourage the ambition and enhance the role of the Netherlands as a key player in the global community of nations and peoples. Our aim is to work towards a just, sustainable, inclusive and peaceful world. The Round Table is a catalyst and an actor for an open, tolerant, optimistic and pro-active Netherlands that, in all its diversity, is 'a global actor in the world'.

## Our inspiration

### Millenium development goals

IN 2015...

1  ERADICATE EXTREME POVERTY AND HUNGER	2  ACHIEVE UNIVERSAL PRIMARY EDUCATION	3  PROMOTE GENDER EQUALITY AND EMPOWER WOMEN
4  REDUCE CHILD MORTALITY	5  IMPROVE MATERNAL HEALTH	6  COMBAT HIV/AIDS MALARIA AND OTHER DISEASES
7  ENSURE ENVIRONMENTAL SUSTAINABILITY	8  GLOBAL PARTNERSHIP FOR DEVELOPMENT	

## What we do

The Worldconnectors meet four times a year at a Round Table Meeting to engage in cross-sector dialogue on relevant themes. We speak out on matters related to international solidarity, global sustainable development and universal responsibility in our own networks and in public. We put effort into inspiring and influencing the political agenda and the policy debate in the Netherlands from a global perspective. We also aim to reinforce a global mindset among the Dutch public.

## How we do it

In preparation for each Round Table Meeting, a group of Worldconnectors with a special interest in the theme, as well as external experts, join a Working Group. We generally draft a central Statement or discussion document, which states our vision on a specific theme, what the added value of the Worldconnectors could be and how the vision would appeal to a wider public. The Statement incorporates the perspectives of different stakeholders and people in developing countries. Each Statement is published and accompanied by media coverage to stimulate the debate. Some Working Groups choose other ways to stimulate the debate, such as organising public outreach activities. Others might do both. Most of us participate in public events or media activities to raise attention for the themes. Furthermore, we use the website as a platform to share our ideas. Statements are published and are subject of the discussion on the online forum. We also present our activities and comment on news in weblogs.



## ROUND TABLE THEMES

### 2006

First Round Table Meeting on New Leadership on Global Governance

### 2007

1. Migration and Development
2. Global Human Security
3. Millennium Development Goals
4. Policy Coherence on Aid, Trade & Investments

### 2008

1. Sustainable Development & Climate Change
2. Connection of Civilisations
3. New Scarcities

### 2009

1. Europe in the World
2. Sustainable World Citizenship
3. Gender and Diversity
4. Financial Systems

### The Earth Charter

The Earth Charter is an important source of inspiration for the Worldconnectors. It is a declaration of fundamental principles for building a just, sustainable and peaceful global society for the 21st century. The Earth Charter is created by global civil society, endorsed by thousands of organizations and institutions. The Charter is not only a call to action, but a motivating source inspiring change in the world. See what you can do on [www.earthcharter.nl](http://www.earthcharter.nl) or [www.earthcharterinaction.org](http://www.earthcharterinaction.org).





# IN THE PUBLIC EYE

To engage the wider public, public events and media activities are organised. Next to these Worldconnector events, the members are often invited to participate in events arranged by other organizations.

## MARCH

- 22** ★ Worldconnectors Round Table Europe in the World
- 25** ◆ World Model United Nations opening  
Ruud Lubbers and Sandra van Beest
- 30** ✦ Back to the future: Seminar Afghanistan  
Joris Voorhoeve, Ruud Lubbers and Louk de la Rive Box

## MAY



Worldconnector

### Sandra van Beest:

"There was so much passion for genuine change on the boat! People left the boat energized."

- 11** ★ Sustainable boat trip initiated by the Worldconnectors Working Group Sustainable World Citizenship  
Sylvia Borren, Herman Mulder, Rindert de Groot, Herman Wijffels, Louk de la Rive Box, Sandra van Beest, Leontien Peeters, Willemijn Aerdts, Adriaan de Groot Ruiz, Anna Chojnacka, Sayida Vanenburg en Alpha Barry

- 20** ★ Debate European Elections  
Paul Hoebink, Sandra van Beest, Erik Thijs Wedershoven and Christel de Lange (advisor Working Group)

- 28** ★ Worldconnectors Round Table Gender and Diversity / Sustainable World Citizenship

## JUNE



Initiator of the 1%Club

### Bart Lacroix:

"The presence of the Worldconnectors resulted in a perfect example of international cooperation 2.0, in which people from politics, science, media, government, art and business exchange ideas about new forms of development cooperation."

- 05** ◆ Speeddate 1%Club Event  
Tineke Lambooy, Anna Chojnacka, Jannet Vaessen, Ruud Lubbers, Hans Dijkstal and Rindert de Groot

- 18** ★ Jong OS borrel  
Hans Eenhoorn, Rindert de Groot and Willemijn Aerdts

Website visitor

### Khalid Ahmed Chaudry:

"Please receive my compliments over the activities you have been involved in. It is a very encouraging thought that our youth is quite aware and has the vision and desire to prepare for not only internal, but global challenges as well."

## AUGUST

- 21** ◆ Lowlands debate Llowgenda  
Erik Thijs Wedershoven, Willemijn Aerdts, Anna Chojnacka

## SEPTEMBER

- 08** ◆ Night of Sustainability  
Sylvia Borren and Teresa Fogelberg

Nachtburgemeester Amsterdam

### Kristel Mutsters:

"What I've learned from Ruud Lubbers' speech is that peace isn't an abstract idea that we can't influence, but that you can create it by the way you live your life."

- 21** ✦ Night of Peace  
Ruud Lubbers, Jan Pronk, Tariq Ramadan, Awraham Soetendorp, Willemijn Aerdts, Sylvia Borren and Rindert de Groot

Worldconnector

### Awraham Soetendorp:

"Appearing together with Sandra clearly inspired the public. Being there together, as representatives of two generations, was interpreted as a sign of hope."



- 22** ◆ Premiere The age of stupid  
Awraham Soetendorp and Sandra van Beest

- 23** ★ Worldconnectors Breakfast Round Table and Senate Conference



OCTOBER



**12** + Launch 'Daar ben ik' campaign DAAR and Worldconnectors on climate change and adaptation in developing countries  
Ruud Lubbers

**16** + Millennium Tour No.1 Amsterdam and Leiden speed dates in Millennium Train  
Joan Boer, Joris Voorhoeve, Teresa Fogelberg, Herman Mulder, Awraham Soetendorp, Sylvia Borren

**18** + Kick-off Millennium Battle  
Rob Visser



**19** + Ultimate battle of the sexes, part of the Millennium Tour for MDG 3  
Sylvia Borren

**24** + Host at Millennium Train no.2 during Millennium Tour, Rotterdam  
Erik Thijs Wedershoven

**28** ◆ OikoCredit Debate Tour  
Joris Voorhoeven, Jan Pronk, Ben Knapen

OikoCredit Nederland

**Otto Albrecht:**

"The participation of the Worldconnectors was crucial for the success of our debate tour. Thanks to them thousands of people are now familiar with the benefits of microcredit."

NOVEMBER

**03** ★ Youth Worldconnectors Rush Hour Screening The Age of Stupid  
Utrecht  
Sylvia Borren and Sayida Vanenburg

**06** ◆ Club of Rome Assembly  
Ruud Lubbers, Tineke Lambooy and Awraham Soetendorp and others

Initiator Economy Transformers

**Damaris Matthijsen:**

"Worldconnectors work on specific themes that link up with to our work: we can cross-fertilize each other."

**12** ◆ Launch of Charter for Compassion  
Awraham Soetendorp, Herman Wijffels and Tariq Ramadan

**12** ★ Youth Worldconnectors Rush Hour Screening The Age of Stupid  
Nijmegen  
Masooma Yousufzai and Sandra van Beest

**13** ★ Youth Worldconnectors Rush Hour Screening The Age of Stupid  
Amsterdam  
Sylvia Borren and Anna Chojnacka

**14 - 22** Studytrip United States  
Youth and Young Professional Worldconnectors



**23** ★ Worldconnectors Round Table Financial Systems  
with Minister for Development Cooperation Bert Koenders



**26** + 3rd Climate and Adaptation Conference Klimaatbureau, HIER, Millennium Agreement Controlling Climate Risks and Worldconnectors  
Herman Wijffels

DECEMBER

**07** ◆ World Legal Forum Conference  
Herman Mulder and Ruud Lubbers



**09** ★ EEN and Worldconnectors Special meeting World Poverty and Climate Crisis - Last Call for Copenhagen  
Herman Wijffels, Sylvia Borren and Sayida Vanenburg

**Cries from the heart from participants at the Special meeting:**

"Go the second mile", "No peace without reducing poverty", "Look in the mirror and start today", "Apply your own standard for sustainable entrepreneurship across the borders".

**12** ◆ Presentation of the Last call for Copenhagen to Minister Jacqueline Cramer and others  
Sylvia Borren

**14** ◆ WOMEN Inc. talkshow  
Jannet Vaessen, Sylvia Borren and Kathalijne Buitenweg

- ★ Public events organised by Worldconnectors and closed Round Table Meetings
- ◆ Co-production public activities
- + Public events organised by external organisations in which Worldconnectors participated













## The Working Group

### Worldconnectors

Ben Knapen (chair), Ruud Lubbers, Lucia van Westerlaak, Jos van Gennip, Paul Hoebink, Alpha Barry and Zita Schellekens.

### Special advisors

Paul Engel (ECDPM), Marjolijn Bulk (FNV), Mirjam van Reisen (European External Policy Advisors), Christel de Lange (Dutch National Youth Council).

### Supporters

Iem Roos (SID NL), Gabi Spitz and Alide Roerink (NCDO), Koen Kusters (DPRN/Wereld in Woorden) and Frans Bieckmann (Wereld in Woorden).

Netherlands, we discussed what we would want to tell the European voters who are interested in social cohesion, sustainability and good governance on an international level.” The Working Group realised that Dutch society has taken a suspicious attitude towards Europe. Nevertheless, to achieve ‘a new sense of global interdependence and universal responsibility’, as stated in the Earth Charter, it is not a question of more or less Europe, but of how to shape a different Europe.

### Reforming Europe

In its Statement the Working Group presents concrete proposals for the reorganisation of Europe. They ask the political parties to consider European ambitions; Europe should be a community that people can identify with. For that to happen, Europe should choose radically for a green future: a speedy transition to a sustainable economy and society. Europe should also become more social and differentiate wealth. It should be more democratic and transparent and respect different identities and cultures. In its external relationships Europe should develop a clear-cut approach. The Working Group supports an active European contribution to an inclusive world in which we actively strive for a fairer and more social distribution of wealth and work together on global challenges, with the fight against climate change as a priority.

## “EUROPE SHOULD CHOOSE RADICALLY FOR A GREEN FUTURE”

### Social cohesion

Within the Working Group there were some tough discussions on subjects for recommendations. Ben Knapen: “My personal input was to include a plea for social cohesion. Not a classic development issue, but a typically European feature that we might lose due to globalisation. Europe should use her power to regulate globalisation and to oppose a division in society between winners and losers.”

“We discussed the recommendations to the point that we all agreed. It became clear that there is no shortage of passion and of honest will to make the world a better place. But in my opinion, the intensity of the dialogue within the Working Group is not equivalent to the output. Whenever I rode my bike home after yet another inspiring meeting with the Working Group, I was always wondering how we could turn our passion into more concrete influence. As Worldconnectors we influence and inspire each other. We sharpen our insights. But I believe that more is needed to get Dutch society involved in Europe.”

**The Statement and the Quick Scan can be downloaded and read on the website. A printed version of the Statement can be ordered from the Worldconnectors Secretariat.**

# SHAPING A DIFFERENT EUROPE

**The European Union is potentially the best instrument for Europe and its citizens to shape an inclusive and open society, in which sustainability, welfare, peace and cultural diversity are central. Since the elections in June presented the opportunity to make a difference, Europe was chosen as the first theme of 2009.**



According to Working Group Chair Ben Knapen, it is crucial that the Dutch development cooperation world changes its focal point from the United Nations to Europe. “People working in the Dutch sector for development cooperation tend to buy a flight ticket to New York, instead of taking a train to Brussels”, he says. “The theme ‘Europe’ also fits the switch Worldconnectors made from addressing classical development issues to focussing on global public goods. Issues such as good governance, that do not only matter to developing countries, but are also of importance to us in the developed world.”

### Second home

“Europe is our second home and the most important entity through which we are able to influence and shape our societies and the rest of the world. After establishing that Europe is now an important political arena for the





## Public Outreach

### Debate:

#### Who to vote for in the European Parliament?

On Wednesday 20 May the Worldconnectors in cooperation with LUX Nijmegen organised a debate with top candidates of political parties of the European Parliament. The central question was: who to vote for if you care about developing countries?

European parliament candidates Thijs Berman (PvdA), Maria Martens (CDA), Judith Sargentini (GroenLinks) and Marietje Schaake (D66) participated in a compelling debate about the European agricultural policy, child labour, migration and budget support. Paul Hoebink represented the Worldconnectors, together with advisor Christel de Lange who is the EU youth representative of European Affairs.

**Paul Hoebink:** "Worldconnectors understand the scepticism in the Netherlands about Europe, but this scepticism also keeps us from putting Europe to good use. Europe is an important instrument to reduce poverty and to work towards a better environment. We should not forget that Europe can play a big role in achieving our goals."

**Erik Thijs Wedershoven**, who was also present during the debate, added: "We hope that the Dutch voters and European Parliament members are not just influenced by national interests, but also take global themes to heart."

### SID Lecture Series: European Social Values

On June 15 **Ad Melkert** was invited to give the final lecture in the SID Lecture Series 2008-2009 on 'The Global Relevance of European Social Values'. Later, he reflected on his lecture in a weblog:

"I must admit that I had to overcome some hesitations to speak about 'European values' in a political and economic climate that does not appear to entice a large number of politicians, opinion-makers and voters. I am highly concerned about the mood in Europe and the rising risk of renationalization of the common good - that might lead to increasing cut-throat competition with eventually more losers than winners. However, it has become crystal clear that systems governing globalization do not exist or have not stood the test. Therefore it is very relevant to explore the values that can bring and hold citizens and nations together. European social values have an important role to play today."

### In the media

- 'In Europa is de tijd voor cognac en sigaren voorbij', opinion article by Christel de Lange en Sandra van Beest in Gelderlander ed. De Vallei-Ede, 9 June.

## What can you do?



Contribute to a more social Europe: the Dutch trade union CNV supports trade unions in other European countries where rights of employees are being violated. Go to [www.cnvinternationaal.nl](http://www.cnvinternationaal.nl) and sign the petition for Decent Work.



Contribute to a Europe that respects different cultures and identities: sign up to become a buddy for a newcomer and learn about each other's culture on [www.ikwordmaatje.nl](http://www.ikwordmaatje.nl).

### Europe in the World according to Working Group member

## Ruud Lubbers:

"Europe should first and foremost develop a new, sustainable banking and credit concept. Secondly, I think that twenty years after the end of the Cold War, it is crucial to realize the non-proliferation agreement. Members of the Security Council, starting with the United States and Russia, owe it to the world to diminish and eventually banish their nuclear weapons. The European Union can no longer pretend that this is 'not our business'. Thirdly, Europe should provide space to Islamic inhabitants, provided that they respect the European constitutional states. At the same time, Europe should stand up for Muslim peoples whose rights are being violated. Lastly, Europe should take lead in the transition to CO<sup>2</sup>-low economies and sustainability in general. Citizens, companies and governments should work on that together."







Bron: FLICKR

# MANY WAYS OF BEING INVOLVED

**Solutions to global challenges are only sustainable when they take the financial, environmental and social factors of the current crisis into consideration. The Working Group Sustainable Citizenship was set up to connect the themes 'Climate' and 'New Scarcities' and focuses on the role that citizens can play in solving these challenges.**

## The Working Group

### Worldconnectors

Herman Mulder (co-chair), Rindert de Groot (co-chair), Louk de la Rive Box, Sandra van Beest, Anna Chojnacka and Leontien Peeters.

### Special advisors

Tom van de Beek (Maurits Groen Communicatie).

### Supporters

Gabi Spitz and Alide Roerink (NCDO), Koen Kusters (DPRN/Wereld in Woorden), Iem Roos (SID).

Sustainable citizenship is all about changing social relationships, according to Rindert de Groot, co-chair of the Working Group. The Working Group Sustainable Citizenship took a closer look at these changing relationships. "We want to see engaged citizens in action and find out who these people are, and how they shape their involvement. There are so many forms of sustainable citizenship. You can be involved on a political or institutional level, but it can just as well be a simple act of looking after the environment in your neighbourhood. We want to create a platform for these people and give their involvement an impulse."

### Tools and initiatives

"My perception is that people and society and the way they relate are changing", Rindert de Groot continues. "We now have so many initiatives and tools to shape our involvement. The 1%Club for example, an online community where anyone can donate money directly to small projects all over the world. Online communities have reached the level on which mass communication and direct online transactions are possible. These communities have the power to change young people's world vision and enlarge the impact that they have on the world."

### Young professionals

"Co-chair Herman Mulder had a theme in mind that was very close to my idea. He believes that young professionals can enforce Corporate Social Responsibility standards in their organizations and stimulate sustainable change. When we discussed our focus, we soon came up with the idea to organise an event that brings young change agents together to brainstorm about sustainable change. Not just concerning development issues, but concerning global issues such as poverty and climate."

### Sustainable event

The Working Group, a diverse group of thinkers and doers, organised the event. "We invited a group of seventy young people who are all actively working on global challenges for a boat trip on 11 May. The desire to involve this group of people in the Worldconnectors is in line with the idea of 'WorldConnections', which invites visitors of our website to comment on our insights. My aim is to find out how these people can help us to bring a change about. Sustainable citizenship is an ongoing theme and we are still exploring ways of doing this. We are searching for tools that reveal the ability of individuals to realise change on different levels."

## "SEARCHING FOR TOOLS THAT REVEAL THE ABILITY OF INDIVIDUALS TO REALISE CHANGE"

### Valuable members

"All Working Group members have a very valuable role in the discussions around our working methods. Leontien Peeters emphasises the perspective of the young professionals and how they can contribute within their organisation. Sandra van Beest focuses on youth participation and Louk de la Rive Box constantly runs a reality check on our plans and forces us to critically examine the steps we want to take. We all take our role seriously in this 'work in progress'."

The Quick Scan can be downloaded and read on the website.



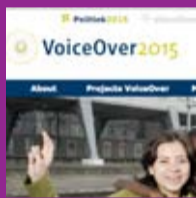
Sustainable World Citizenship according to Working Group member

## Anna Chojnacka:

"To me it is important to apply a sustainable way of life to all levels of life, not just at work or in my personal life, but anytime and anywhere. The world and its challenges are changing continuously. This calls for a constant search for new approaches and new solutions. I think we should involve a large group of people and make use of their common knowledge to fight these challenges, such as poverty, in addition to consulting the experts. Sharing solutions and knowledge with other people is the new strategy for poverty reduction."



## What can you do?



Join the Worldconnectors network by becoming a WorldConnection on [www.worldconnectors.nl](http://www.worldconnectors.nl) and discuss global issues with people from all over the world on the VoiceOver forum.



Learn more about the effect of your daily actions for climate change in developing countries. Follow Kofi Annan's instructions and see how your pop-up book creates a world of augmented reality. [www.daarbenik.nl](http://www.daarbenik.nl).



Grow your own Treemagotchi together with your friends, by completing sustainable assignments on [www.treemagotchi.nl](http://www.treemagotchi.nl).



Support projects in developing countries by contributing 1% of your income via the online network of the 1% Club. [www.1procentclub.nl](http://www.1procentclub.nl).

## Public Outreach

### Boat trip towards Sustainable World Citizenship

On May 11, seventy young people gathered for the Worldconnector boat trip. The aim was to revitalize the discussion about sustainable citizenship and stimulate new ideas. Working Group co-chair **Herman Mulder**: "The Working Group Sustainable World Citizenship not only wants to discuss but also inspire 'the outside world'. The boat trip turned out to be very effective, and is a perfect example of the catalysing role the Worldconnectors can have. On this crowded ship it was impossible to ignore each other and we were forced to make new connections. In 2010 we want to get even more young future leaders on this old ship!"

Opinion makers Arnold Heertje and Caroline van Leenders were invited as guest speakers. Heertje: "The credit crisis is a fantastic invention. The one and only 'way out' is to invest in sustainability." The Worldconnectors co-chairs Herman Wijffels and Sylvia Borren came along to inspire the group. **Herman Wijffels** stressed the urgency of Sustainable Citizenship: "We are not only damaging the

habitat of other species, but we are also affecting our own quality of life. If we continue like this, we will become a threat to life itself."

The young generation on board connected well with the 'veterans' of the sustainability cause. All these creative and energetic people shared their experiences and reflected together on the causes of, and especially the solutions for the obstacles that still block the way to a sustainable world for all. One important subject up for discussion was how to win over those who are not yet involved in struggles for sustainability. Jim Bowes of GreenGraffiti spoke about the importance of so-called 'tipping points', that is, the moment someone gets infected by the sustainability virus: "We must spread the virus!"

During the boat trip several ideas were thought up and immediately initiated. Aart van Veller, Natasja van den Berg, Maurits Groen and Farid Tabaski came up with a plan for 09/09/09, Sustainability Day. Van Veller: "999 green frontrunners will get together to present their ideas. The twelve best ideas will – on 12/12/09 – travel with Maurits Groen on the 'sustaintrain' to the UN climate summit in Copenhagen." Damaris Matthijsen and Herman Wijffels struck up a 'sustainability pact' there and then. They initiated the Economy Transformers, a network to ponder a potential makeover of the economy. Other ideas that were put forward included introducing energy reduction vouchers, creating a shadow team of young professionals in the corporate sector that points out to their management the necessity of sustainability, and attributing economic value to immaterial goods and integrating this into a new economic index.

Co-chairs Herman Wijffels and Sylvia Borren closed the session. Sylvia was delighted with the 'gigantic harvest' of innovative ideas. For the new chair Herman Wijffels his first get-together was stimulating: "We have been successful this evening in bringing together a diverse group of engaged and committed individuals."

### In the media

- 'Bloggen en chatten tegen de armoede; dat is 'ontwikkelingssamenwerking 2.0', interview with Ruud Lubbers in NRC Next, 9 June.
- 'Duurzaam leven kan net zo comfortabel zijn', article about Herman Wijffels in Algemeen Dagblad, 30 September.
- 'Niet de politiek maar u kunt het verschil maken', article about Ruud Lubbers in Algemeen Dagblad, 30 September.
- 'Met onderhandelen is de aarde niet gered', opinion article by Sylvia Borren, Ruud Lubbers en Sayida Vanenburg in Trouw, 30 November.
- 'Voetafdruk', column by Herman Wijffels and Annick de Witt in Internationale Samenwerking (IS), December.

## Reactions

Forum on Facebook page Sustainable World Citizenship

### Question:

How can we involve people to become sustainable world citizens and act upon that?

### Responses:

"Live the change you want to see happening! By DOING what you think should happen, you demonstrate that things are possible, you show what you find important and prove that you are willing to live according to what you believe. Don not try to convert other people. When they see that you do what you do in a convincing way, it will start to make them think and maybe even follow your example."

"I suggest to build bridges between all the great initiatives that are already there. All around me I see people working hard at solutions. But sometimes we forget to look around us and see all the other initiatives, which makes us less effective."







Bron: Lonneke van Genugten

# A PREREQUISITE FOR A SUSTAINABLE WORLD

Gender and Diversity according to Working Group member

## Masooma Yousufzai:

“Gender and diversity issues are not only problematic in developing countries. I moved from Afghanistan to the Netherlands and when I grew up I noticed that gender problems are problems that every culture, religion and society has to cope with. They are universal. There is a lot of ignorance and disrespect to people who think and act differently. We should stop the oppression of women and men everywhere. To accomplish this, we need knowledge and an open mind without prejudices. In the Working Group we approach gender and diversity by looking at universal life cycles. I hope that we empower everyone who reads it and create new ways of thinking. In 2010 I hope we find a common tipping point to make a real change possible.”

**Discussing gender and diversity is not a question of focussing on problems, but of focussing on all the solutions that gender and diversity can offer us. The Worldconnectors call for a commitment from every individual to embrace the talents of all people.**

Millions of girls are socialised to believe that they have a lower social status than boys. Twice as many men in Sub-Saharan Africa are literate as women. Of the approximately 800,000 people that are trafficked across national borders yearly, around 650,000 are women and girls. These are just some of the facts and figures in the Quick Scan of the Gender and Diversity Working Group. They are followed by listings of inspiring initiatives and movements for equal rights for women and minorities around the world. A Dutch example of such an initiative is WOMEN Inc. Managing Director Jannet Vaessen is also a Worldconnector. Together with Sylvia Borren she chairs the Gender and Diversity Working Group.

### Politically correct

“Gender is an issue that you would almost ignore as yet another politically correct subject. But when one takes a closer look, it is actually a prerequisite for building a sustainable world. Graça Machel, international advocate for women’s and children’s rights, once said that none of the MDGs will be achieved without gender equality. Take poverty reduction for example. Since the majority of people living in poverty is female, you have to take gender into consideration in poverty reduction strategies. Besides achieving MDGs and solving global challenges, there is simply a lot to be gained by gender equality and by including the talents of women and minorities. Socially, culturally as well as economically.”

### Indispensable feedback

The Gender and Diversity Working Group started out by establishing their focus. “Sylvia Borren convinced us of the conceptual importance of not just focussing on women, but including minorities, indigenous people and refugees in our approach as well. Since diversity is such a broad issue, we decided to mainly concentrate on men-women issues, but we connect these to diversity issues whenever possible.” Soon after that, the Working Group decided that they would aim for more than the production of a Quick Scan with background information on the subject, and a Statement with strategies for change. “We wanted to be a true Working Group, which means that everyone of us tries to implement the Statement by working against inequality of women and minorities in our day to day life. It is not just a challenge in developing countries, there is still a lot to be done in the Netherlands as well.”

### Strategies and tipping points

The Gender and Diversity Statement is based on the new strategy of STOP, MOVE OVER and DIFFERENT TOGETHER and is built around themes in a general life cycle. It describes intolerable practices that should be stopped (Stop), gives examples of structural inequality that should be changed (Move over) and offers suggestions to transform policies and practices (Different together). It also shares thoughts about reaching a tipping point: the point at





which people start advocating equality and gender justice. "I wrote the part about income and work, which describes challenges such as wage differences between men and women. We suggest that governments and businesses should introduce regulations to ensure equal opportunities. One tipping point thought is that investment in women joining the labour force generates a broader financial base for the pension problems we expect to have in the Netherlands."

## "THERE IS A LOT TO BE GAINED BY GENDER JUSTICE. SOCIALLY, CULTURALLY AND ECONOMICALLY"

### Connecting with society

"We launched the Statement within the Worldconnectors and used our network to spread it in broader circles around us. We actively collected as much feedback as possible. Behind the scenes many Worldconnectors contributed. Due to the atmosphere of mutual respect, they were not afraid to be critical. The feedback was indispensable to gaining better insights and enlarging the potential of the Statement." "The next step will be to connect with other groups in society who can implement our strategies and draw inspiration from our tipping point thoughts. We will address resource managers and educational institutions, who can make a difference by acting according to our Statement. For example, we recommend that human rights and active citizenship be taught in all schools, and point out the responsibility for teachers to be gender and diversity role models."

### Lasting change

"Tipping points are crucial for people to start advocating equality. We interviewed Worldconnectors about their personal tipping point and we tried to define what leads to these tipping points, so that we can help to create many more. We believe that a multitude of individual tipping points will eventually lead to collective tipping points to achieve lasting changes. After all, if we are all in favour of equality, it should not be that hard to realise."

The Statement and the Quick Scan can be downloaded and read on the website. A printed version of the Statement can be ordered from the Worldconnectors Secretariat.

## The Working Group

### Worldconnectors

Sylvia Borren (co-chair), Jannet Vaessen (co-chair), Ineke Bakker, Teresa Fogelberg, Karen van Oudenhoven-van der Zee and Masooma Yousufzai.

### Special advisors

Zairah Khan (WO=MEN Network on Gender and Development).

### Supporters

Gabi Spitz and Alide Roerink (NCDO), Ellen Lammers (Wereld in Woorden).

## Reactions

A lively discussion emerged on the VoiceOver online forum when the Working Group asked for opinions about the Statement.

### Question:

Is no condom is no to intercourse?

### Responses:

"Filipinos are not yet open to debate about sexuality. Some will still see you as 'sinful' if you buy condoms at a convenience store." VoiceOver member from the Philippines.

"Though culturally it is very hard to talk about sex in my country, presently we are facing many sexual transmitted diseases. The time has now come to discuss these ideas openly for the welfare of humanity." VoiceOver member from Pakistan.

"We as members of VoiceOver really need to exert effort to get more involved with this campaign. But at the same time we should not scare away the men." VoiceOver member from Liberia.

"Acceptance of condom use should first be lobbied for in the Parliament and the Ministry of Health and then the aid should follow to launch the campaign to involve more social groups and facilities." VoiceOver member from Vietnam.

"We should first improve access to condoms and availability of condoms before people can be fully empowered to say with clarity that no condom is no intercourse." VoiceOver member from Uganda.

## Public Outreach

### WOMEN Inc. festival

On 14 December Sylvia Borren presented the Statement at the WOMEN Inc. 'De Grote Niet-ver-van-mijn-bed-talk-show' on international women rights. From the financial crisis and the food crisis to the environmental crisis: women and girls in developing countries are among the hardest hit. WOMEN Inc. invited activists, policy makers and opinion makers to discuss these themes and comment on the Statement. In March 2010 the third edition of the WOMEN Inc. festival takes place. For this event, Worldconnectors are invited to gather people around their tables to talk about implementing the Statement on gender and diversity, and take it a good step further.

**Karen Oudenhoven-van der Zee:** "I believe that the strength of our Statement is that we approach Gender and Diversity in a positive way. We do not just focus on what is lacking in the position of women and minorities, we look at the possibilities of diversity. What can we gain in terms of innovation and new leadership from the increasing participation of women and cultural minorities? This positive approach generates energy and creates the feeling that together we can really achieve our goal. 'Different together', that is what we want to achieve. We focus on action, on what to do to change the current situation. At the WOMEN Inc. event in March we will try to get people to act. Our Statement is a good starting point for action, and this event is the right place to start the change."

## What can you do?



Go to our website and read the Gender and Diversity Statement. It includes practical strategies and recommendations to consider and implement in your own life.



Support the goal of WOMEN Inc. - women should participate equally in all of society - by becoming a member of the WOMEN Inc. community on [www.womeninc.nl](http://www.womeninc.nl).



Support women all over the world by becoming a friend of Women on Wings via [www.womenonwings.nl](http://www.womenonwings.nl).



Organise your own event on international women's day on 8 March.



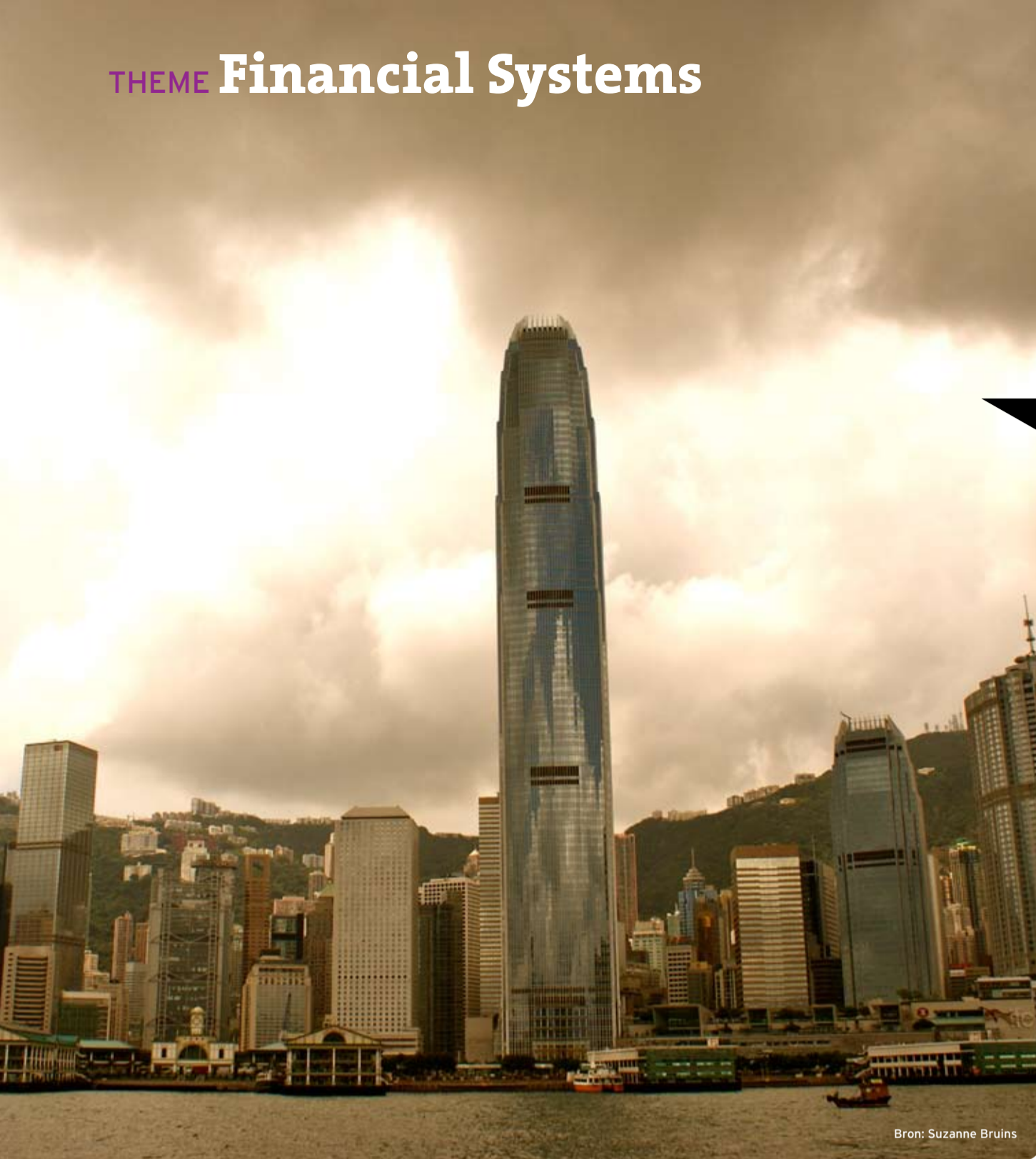
Sign the petition against giving children away in marriage on [www.becauseiamagirl.nl](http://www.becauseiamagirl.nl).



### In the media

- 'Waar is die Rachida Dati mee bezig?', opinion article by Anna Chojnacka in NRC Next, 20 January.
- 'Ruud Lubbers vindt positie vrouwen in Iran voorbeeldig', article in Dagblad de Pers, 4 September.
- Sylvia Borren talked about gender and diversity in the radio show Dichtbij Nederland on Radio 5 in October.





Bron: Suzanne Bruins

**Financial Systems according to Working Group member**

## Nanno Kleiterp:

“We focus on what is needed for the future of a sustainable and responsible financial sector. In International Financial Governance, in developed countries and in developing countries. Banks should integrate sustainability in their strategies and processes. That means that they should assess the impact that the companies they finance have on the environment and on stakeholders. Incentives for their personnel should be linked to positive achievements with regard to contributing to a more sustainable world. The challenge for us is to define and design the effective incentives for banks and other actors in the financial world to start working towards a sustainable and responsible future. The Worldconnectors together, coming from very different corners of society and with a very diverse range of experiences, should be able to come up with out of the box solutions.”

# EMBRACE A SUSTAINABLE ECONOMIC SYSTEM

**The current financial crisis is the result of serious imbalances within the world economy. The Worldconnectors see the crisis as a system failure, but also as an opportunity to embrace a new economic system based on sustainable values.**

In April 2009, a Working Group started discussing the functioning of the financial system in light of the financial crisis. Tineke Lambooy, Working Group member: “Financial systems is quite a broad subject, so we decided to focus mainly on financial institutions. They lie at the heart of the financial crisis. Our Working Group has a lot of expertise in this field. Herman Mulder, Herman Wijffels, Nanno Kleiterp and Karien van Gennip have experience from

within the banking sector and other members have a professional background in financial institutions.” “We asked ourselves the question how Dutch financial institutions should operate and how they can be regulated in order to support a sustainable economy and society. We also discussed international developments in the public arena. How can institutions such as IMF and the World Bank contribute to a fair and equitable world? We think that they should start by enlarging the voice of the emerging economies and developing countries.”

### **Facilitate the economy**

“Our ideas are presented in a draft Statement on Financial Systems, which was circulated to the Worldconnectors. One of the key points that we suggest is that a clear distinction should be made between the ‘core’ and ‘secondary’ business of banks; the core business should be to facilitate the economy, not to maximize profit. Banks should financially support the developments in society. On a physical or regulatory level, we would support the idea of separating the core business from the high-risk activities conducted by banks. In Herman Mulder’s words: ‘Right-sizing and right-scoping of banking business needs to be effected.’”



“The responsibility of the commercial success of investment banking and working with complex financial products should clearly rest with the action-takers, and not, as we have seen happening recently, with the tax-payers. In general, banks should become more transparent and make risks visible.”

## **“BANKS SHOULD TAKE A LARGER RESPONSIBILITY IN SHAPING A SUSTAINABLE ECONOMY”**

### **Financing development**

“The Working Group believes that banks should take a much larger responsibility in shaping a sustainable economy. They are very powerful. By actively allocating funds, i.e. loans and investments, to sustainable business enterprises, they can substantively contribute to changing the course of the economy. For example, by investing in sustainable energy projects and setting up funds that support biodiversity and ecosystem services. Also, by actively investing in the economies of developing countries. But can financial institutions be stimulated to do so? In the Round Table Meeting of 23 November, we discussed these ideas with the Minister for Development Cooperation, Minister Koenders. He agreed that banks can contribute to development, for





example by investing in local SME's, by supporting banks in those countries, and by establishing microfinance facilities."

#### Ongoing theme

The Worldconnectors Round Table Meeting on Financial Systems that took place at 23 November offered an interesting discussion on the theme and led to the conclusion that the Working Group would continue with this theme. A few weeks after the meeting a small group came together to plan the activities for the coming months. "All of us are very much involved. The next step will be to generate an exchange of the ideas contained in our draft Statement with various stakeholder representatives and to further develop them. We will do this in the Working Group but also along the lines of our own networks. Some of us regularly hold lectures on the subject and others write articles and address the theme through research."

"In 2010 we shall continue with brainstorm sessions with (influential) actors in the government and the corporate sector. We also want to start discussions with young professionals in the banking sector. So far we have received a lot of positive feedback on our ideas. The young professionals to whom we talked are extremely averse to the system of bonuses. We all agree that we really need to make a change... We cannot change the system overnight, but we try to inspire other actors to start steering a course towards a sustainable economy."

The Discussion Document and the Quick Scan can be downloaded and read on the website.

## The Working Group

#### Worldconnectors

Herman Wijffels (chair), Ruud Lubbers, Herman Mulder, Nanno Kleiterp, Karien van Gennip, Tineke Lambooy, Leontien Peeters, Sayida Vanenburg, Zita Schellekens, Carin ten Hage and Adrian de Groot Ruiz.

#### Special advisors

Damaris Matthijssen (Economy Transformers).

#### Supporters

Koen Kusters (DPRN/Wereld in Woorden), Iem Roos (SID), Alide Roerink and Gabi Spitz (NCDO) and Roeland Muskens (Wereld in Woorden).

## Reactions

#### Engine of economic revival

The Dutch Minister for Development Cooperation, **Bert Koenders'** response to the Statement: "Consensus is growing on the prospect that developing countries will be the engine of a new economic revival. The biggest risk is that in our rush to fight the crisis, we return to business as usual. The challenge is to use the crisis to do and achieve things that weren't possible before." Leontien Peeters: "One of the most important messages the Youth Worldconnectors brought to the Round Table with Minister Koenders was that the young professionals, including in the financial sector, no longer make a distinction between making money in a job on the one hand and contributing, or 'giving back' to society on the other. They want to be able to make money in a job and contribute to society at the same time. They have made the connection and if banks and financial institutions wish to keep and attract the most talented employees they must reform."

#### Valuable contribution

Worldconnector Herman Mulder contributed to the drafting of the Ubuntu Declaration as input for the G20 Summit. The Declaration was presented by the Worldconnectors Steering Group to Prime Minister Balkenende to plead for a real turn to global sustainable development at the G20 in London.

Prime Minister **Jan-Peter Balkenende's** response: "This contribution is of great value to scale up the thinking about different aspects of globalisation. For the prosperity in the Netherlands globalisation is of large significance. However, globalisation should be responsible: tenable, sustainable and sympathetic. During the G20 in London, the Netherlands dedicated itself to taking account of measures that contribute to wellbeing and prosperity for everyone in the long run. As a result of Worldconnectors input, a charter for sustainable economic activities was included in the final communiqué."

## What can you do?



You can decide what happens with your money! Go to [www.nietmetmijngeld.nl](http://www.nietmetmijngeld.nl) or [www.eerlijkebankwijzer.nl](http://www.eerlijkebankwijzer.nl).



Planning to buy a house? Help someone in a developing country to build a house as well. Get a world mortgage at [www.wereldhypotheek.nl](http://www.wereldhypotheek.nl).



Support an entrepreneur in a developing country by means of microcredits on [www.kiva.org](http://www.kiva.org).



Find out what you can do with your money in a sustainable way via [www.duurzaam-beleggen.nl](http://www.duurzaam-beleggen.nl).

## Public Outreach

#### Economy Transformers

During the Sustainable World Citizen boat trip, Damaris Matthijssen and Herman Wijffels initiated the Economy Transformers, a network to ponder a potential makeover of the economy. **Herman Wijffels:** "New ways of thinking will have to be incorporated in the functioning of the economy and of corporate settings. Instead of linear wasting and polluting processes we should practice Triple P-governance, harvesting from the stream, recycling and 'cradle to cradle'. However, these changes can only take place via connections and cooperation in chains and networks, such as the Economy Transformers, a group of people who feel connected to explore the roots of a sustainable economy."

**Damaris Matthijssen:** "We should start seeing economics as human science. Civil society can do the groundwork and think about the question of how to achieve a wider value orientation within economic theories."

#### In the media

- 'Is deze crisis een kans', interview with Herman Wijffels in Internationale Samenwerking (IS), May.
- 'Economie is toe aan een echte hervorming, niet een G20', opinion article by Ruud Lubbers and Paul van Seters in NRC Handelsblad, 17 September.
- 'Aan zo'n jachtige G20 top heb je niet zoveel', opinion article by Ruud Lubbers and Paul van Seters in NRC Next, 21 september.
- 'Die crisis is mooi op tijd' article about Herman Wijffels in Trouw, 24 September.
- Pittsburgh daagt de G20 uit', opinion article by Ruud Lubbers and Paul van Seters in Het Financieel Dagblad, 8 October.
- 'De groene bank is bruin geworden', article about Herman Mulder, Vrij Nederland, 10 October.
- 'Kansen voor economie en ecologie. Vernieuwing samenleving', opinion article by Herman Wijffels en Lans Bovenberg, Het Financieel Dagblad, 10 October.





## Reactions

### What makes Millennials tick?

What makes Millennials tick for a sustainable future? In other words: How do we get youth to take action for a better world? That is what the Youth and Young Professional Worldconnectors tried to find out during their study trip to the United States. **Ruud Treffers**, Worldconnector and Dutch representative at the World Bank: "I have been engaged in development cooperation for more than thirty years. It is important to continue the engagement of youth. To come up with innovative and creative ways to bring the Millennium Development Goals closer home. By using their network, together we can create a force to keep the momentum going." Wendy Schaetzel Lesko, Youth Activism Project: "The clear determination of the Worldconnectors to encourage more young people to get involved, at whatever level, in influencing public policy is a courageous move."

### Intergenerational cooperation

Worldconnectors do not only aim to connect with people outside their network, they also connect with each other. A special effort is made to connect the youth members with senior members. Sandra van Beest and Ruud Lubbers, Willemijn Aerdts and Joris Voorhoeve and Anna Chojnacka and Awraham Soetendorp, amongst others, benefit from intergenerational cooperation.

**Awraham Soetendorp**, Worldconnector: "The connection between generations has always had a special meaning, especially in religious traditions. My connection with Anna has inspired me. It has taught me a lot about new technologies that enable mass communication. Since I know that the initiative Stand Up Against Poverty collected 171 million signatures online, I am motivated to collect 200 million signatures to express the concern about 200 million lives that will be threatened by the effects of climate change by 2050. It is all possible in today's world, and it shows how generations can learn from each other. We need to work together to realize a sustainable future."

# TOMORROW'S LEADERS

**The Worldconnectors deal with themes that are not only of great importance to the current, but especially to future generations. Youth & Young Professional Worldconnectors connect the world of young people to the worlds of more experienced members. Zita Schellekens looks back on her first year as Worldconnector.**

"I became a member of the Young Professional Worldconnectors in 2009. Looking back, I am very happy to have had the possibility to work together with and learn from other Youth and Young Professional Worldconnectors. Every single one of them has made a great impression on me. They are energetic, intelligent and idealistic young people. I strongly believe that we can contribute to all aspects of the Worldconnectors' work. We are critical, yet optimistic. At the same time we enlarge the possibilities and topics of the Worldconnectors by reaching out to our own networks, of which many are related to youth or youngsters. Why did the Worldconnectors chose to have this structure?

'Youth is the future'. If I were to receive a euro every time I heard a professor or politician say this to a young crowd, I would earn a lot of money. Yes, of course today's youth holds tomorrow's leaders. And that is one of the reasons why we need to invest in every possible way to educate today's youth. But youth already plays its own significant role in today's decision making processes. This became clear at Obama's presidential campaign, where the young volun-

teers and voters made a clear difference, and at the Copenhagen Climate conference, where the demonstrating crowd consisted of thousands and thousands of young people. How do we differ from the 'older' members and thus the older generations? In some references we are called 'the network generation' or 'generation Y', but more recently there was a new term to describe our generation: the Millennials. This refers to the fact that we were in our adolescence around the millennium. There is a great deal of optimism in our generation, we believe we can and must deal with current and future problems, for instance climate change, poverty, economical crisis, in the form of pragmatic and tangible solutions. We are internationally oriented and spent a lot of time on the internet and on social networks.

The highlight of my first year as a Worldconnector was our trip to the United States to learn from fellow active Millennials. We met people from a lot of great and interesting organizations, from youth activism projects to United Nations related groups. Every single one of them told us their tipping points and keys to success. Is there one success recipe? Unfortunately not. But we are eager to see how we can put our lessons learned into practice, here in the Netherlands."





## Public Outreach

Youth Worldconnectors spread the ideas of the Worldconnectors among the Dutch youth. It is therefore important that they are visible in the media and are connected with other young people.

### On stage and in the magazines

**Erik Thijs Wedershoven** moderated several events throughout 2009, such as the speed dating during the Millennium tour and the debate at the Lowlands Festival: "A Worldconnector can usually not be fitted into a box. Most of what we think and say is drawn together from various perspectives and experiences, formulated through cross-sectoral and open dialogue. That is also why our outreach and participation at 'unusual' events, with audiences who are not only the 'usual suspects', are crucial in aiming to achieve our mission. The Lowlands debate project is an example of such an event. In open, free discussions with the Lowlands audience we were able to formulate a virtual political agenda for young people in Dutch society, on education, new media, sustainability and development cooperation. This event was most helpful in figuring out if we were on the right track with our ideas and proposals as Worldconnectors. It was also very stimulating to see that young people experienced these discussions as interesting and refreshing.

We will have to organize and participate in such events much more, and align ourselves with other initiatives that propose similar cross-sectoral global thinking. It will assist us in contributing to shifts of mentality and behaviour regarding sustainable global development from our position within the Netherlands.

**Sandra van Beest** was interviewed on tv and featured in several magazines in the past year. Womens' magazines keep on calling her, after reading about her in another magazine. Sandra van Beest: "What interests them, at least according to the latest magazine that interviewed me, is that I am an example of a young woman who cares about problems in the Netherlands and the world and tries to do something about it. Although I am mostly interviewed on a personal basis, I always mention the Worldconnectors. As a youth representative of the United Nations I learned that it is always useful to do so. My main message about the Worldconnectors to the media is that it connects young people with older generations. That is what I like most about the Worldconnectors. Young people get the opportunity to really get involved in certain issues. We learn from older members, while at the same time being valued for our input. Most magazines include my comments on the Worldconnectors, which hopefully makes us a bit better known."



### In the media

- 'De wereld draait door', television interview with Ruud Lubbers and Sandra van Beest.
- 'Waar is die Rachida Dati mee bezig?', opinion article by Anna Chojnacka in NRC Next, 20 January.
- 'Kinderen zijn bikkels, geen slachtoffers', interview with Anna Chojnacka and Joris Voorhoeve in Telegraaf, March.
- 'De Troonopvolgers', article about Sayida, Willemijn en Leontien in Internationale Samenwerking (IS), 2 March 2009.
- 'Ik droom ervan echt iets te kunnen bijdragen aan de wereld', interview with Sandra van Beest in Libelle, 4 June.
- 'Wereldverbeesteraar', interview with Sandra van Beest in Viva, July.
- Willemijn Aerdts, Anna Chojnacka, Sayida Vanenburg, Leontien Peeters and Zita Schellekens achieved a place on the 'Viva 400': a list of the 400 most successful young women in the Netherlands.
- Anna Chojnacka was nominated for the Oneworld Man/Woman of the World 2008 award.

# BEHIND THE SCENES

### The Support Team

Organising Worldconnectors Round Table Meetings, stimulating media coverage, coordinating information flows, updating the website and documenting and assisting the thematic Working Groups. The Support Team works on a daily basis to make the Worldconnectors an effective initiative, and consists of:



**ALIDE ROERINK**  
Advisor International Affairs at NCDO and project leader of the Worldconnectors.



**GABI SPITZ**  
Project Officer International Affairs and Worldconnectors at NCDO



**PAMELA MOORE**  
Management Assistant at NCDO and Focal Point for the Worldconnectors.



**ANNE-KATRIEN DENISSEN**  
Advisor new media for the Worldconnectors website at NCDO.



**SHERLIEN SANCHES**  
NCDO Secretariat and member of the Support Team.



**KARI POSTMA**  
Communications Advisor at SID NL and advisor to the Worldconnectors on outreach.



**IEM ROOS**  
Director of SID NL and representative of SID NL in the Worldconnectors Support Team.



**KOEN KUSTERS**  
Representative of DPRN in the Worldconnectors Support Team.



**GORDANA STANKOVIC**  
Europe Coordinator at SID NL and representative of SID NL in the Worldconnectors Support Team.

**FRANS BIECKMANN, ELLEN LAMMERS AND ROELAND MUSKENS**  
(Wereld in Woerden) supporters and drafters of the quick scans, Statements and other preparatory documents.

### The Steering Group

Herman Wijffels (co-chair) sector Knowledge and Advisory Centres, Sylvia Borren (co-chair) sector Non Governmental Organisations, Jos van Gennip (President NCDO and SID NL) sector Prominent Political Persons, Jan Berteling (board member SID NL) sector National or International Governmental Actors, Ton Dietz (Taskforce member DPRN) sector Knowledge and Advisory Centres, Herman Mulder (board member NCDO) sector Business Community Actors and Willemijn Aerdts (Youth and Young Professionals) form the Round Table Steering Group, the decision making organ of the Worldconnectors.

### The founding organizations

- The Society for International Development (SID) was founded as the first global non governmental organization. It

focuses on opinion making and policy development with respect to development cooperation and is an important platform for the debate on international cooperation. [www.sid-nl.org](http://www.sid-nl.org)

- The Development Policy Review Network (DPRN) is a network of development experts and policymakers in the Netherlands and Belgium who aim to reduce the gap between science, policy and development practice. [www.dprn.nl](http://www.dprn.nl)
- The National Committee for International Cooperation and Sustainable Development (NCDO) stimulates participation of Dutch citizens in international cooperation and sustainable development. It supports them with information, subsidies and advice and organises campaigns, debates, educational activities, media productions and cultural projects. [www.ncdo.nl](http://www.ncdo.nl)



# MEET THE WORLDCONNECTORS

The Worldconnectors inspire and connect each other and other people to build a just, sustainable, and peaceful global society. Every year a number of Worldconnectors give way to new ones with fresh views and different networks. Meet this group of inspiring people:

## STEERING GROUP



**HERMAN WIJFFELS**  
Is co-chair of the Worldconnectors and Professor Sustainability and Social Change at the University of Utrecht. Was head of the Rabobank, Representative at the World Bank and led the negotiations for the Dutch cabinet formation in 2007.



**SYLVIA BORREN**  
Is co-chair of the Worldconnectors and co-chair of GCAP and its Dutch chapter EEN, member of the Advisory Council on International Affairs (IAV) for the Dutch government and former Executive Director of Oxfam Novib.



**JOS VAN GENNIP**  
Is President of SID Netherlands and NCDO and Vice-President of SID International. He is one of the initiators of the Worldconnectors and a former Member of the Senate.

## NON GOVERNMENTAL ORGANIZATIONS



**TERESA FOGELBERG**  
Is senior Director business engagement and stakeholder relations of the Global Reporting Initiative.



**RENÉ GROTENHUIS**  
Is Director of the international development organization Cordaid.



**JOHAN VAN DE GRONDEN**  
Is Chief Executive officer of World Wildlife Funds (WWF) in the Netherlands.



**DIRK ELSEN**  
Is Chief Executive at SNV Netherlands Development Organisation.



**RUUD LUBBERS**  
Is one of the initiators of the Worldconnectors, an active member of the Earth Charter Commission and, among many other functions, the former Prime Minister of the Netherlands.



**WIM KOK**  
Is honorary Minister of State and the former Prime Minister of the Netherlands.



**JANNET VAESSEN**  
Is Managing Director of contemporary women platform WOMEN Inc.



**LUCIA VAN WESTERLAAK**  
Is Policy Advisor within the FNV Trade Union's Confederation.



**MIRIYAM AOURAGH**  
Is post-doc Rubicon Fellow at the University of Oxford, researcher and former lecturer at the International School for the Humanities and Social Science.



**HALLEH GHORASHI**  
Is Professor of Management and Diversity at the Vrije Universiteit (VU) in Amsterdam.



**MONIKA SIE DHIAN HO**  
Is Director of the Wiardi Beckman Foundation.



**LOUK DE LA RIVE BOX**  
Is Rector of the Institute for Social Studies (ISS) in the Hague.

## NATIONAL OR INTERNATIONAL GOVERNMENTAL ACTORS



**JOAN BOER**  
Is Ambassador of the Netherlands to the Organization for Economic Cooperation and Development (OECD).



**AD MELKERT**  
Is the UN Envoy in Iraq and former Minister of Social Affairs and Employment.



**RUUD TREFFERS**  
Is the Dutch representative at the World Bank. Until October 2008 he was Director-General of International Cooperation at the Ministry of Foreign Affairs.



**ROB VISSER**  
Is anthropologist and former Chief Scientist at the Ministry of Foreign Affairs.



**JOKE BRANDT**  
Is Director General of the Department of International Cooperation at the Ministry of Foreign Affairs.



**ROEL VAN DER VEEN**  
Is Academic Advisor at the Dutch Ministry of Foreign Affairs and author of the book 'What went wrong with Africa?'



**LEONTIEN PEETERS**  
Is Manager Communication and Events for the Business in Development Challenge.



**ERIK THIJS WEDERSHOVEN**  
Is student at Sciences Po and former official Youth Representative of the Netherlands to the General Assembly of the United Nations.



**ANNA CHOJNACKA**  
Is Director of the 1%CLUB and former Youth Representative of the Netherlands to the General Assembly of the United Nations.

## BUSINESS COMMUNITY ACTORS



**TINEKE LAMBOOY**  
Is Lawyer and University Lecturer/Researcher at Nyenrode Business University and Utrecht University with a focus on corporate social responsibility.



**HANS EENHOORN**  
Is Member of the UN Task Force on Hunger, Associate Professor of Food security and Entrepreneurship at Wageningen University and initiator and chair of the School Feeding Initiative SIGN.



**NANNO KLEITERP**  
Is Chairman of the Management Board of the Netherlands Development Finance Company (FMO).





**TON DIETZ**  
Is taskforce member of DPRN, one of the initiators of the Worldconnectors, Professor of Human Geography and Director of Africa Study Centre.



**HERMAN MULDER**  
Is NCDO board member, independent advisor and former Senior Executive Vice-President Group Risk Management of the ABN AMRO Bank.



**JAN BERDELING**  
Is former Ambassador of the Netherlands to the FAO and board member of SID Netherlands.



**WILLEMIJN AERDTS**  
Is a researcher and obtained a LL.M. degree in International Public Law and a MA degree in International Relations from Utrecht University.



**PIETER BROERTJES**  
Is Editor in Chief of de Volkskrant, a national newspaper.



**NAEMA TAHIR**  
Is writer and an expert in human rights law.

PROMINENT POLITICAL PERSONS



**JORIS VOORHOEVE**  
Is Professor of International Organizations at Leiden University, Professor of International Security at the Netherlands Defence Academy and member of the Council of State. He is a former Minister of Defence.



**JAN PRONK**  
Is Professor Theory and Practice of International Development at the Institute of Social Studies in the Hague and former Minister of Development Cooperation and the Environment. He is Chair of SID International.



**HANS DIJKSTAL**  
Is former leader of the VVD, the Dutch liberal right wing party, and a former Minister of Internal Affairs.



**KATHALIJNE BUITENWEG**  
Is former member of the European parliament for GroenLinks.



**RINDERT DE GROOT**  
Is editor, moderator and writer for Empowerplant.



**BEN KNAPEN**  
Is Member of the Scientific Council for Government Policy, former Editor in Chief of NRC Handelsblad and former Managing Director of PCM Publishers.

(NEW) MEDIA

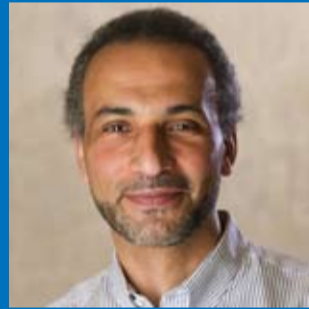
KNOWLEDGE AND ADVISORY CENTRES



**PAUL HOEBINK**  
Is Associate Professor of Development Issues at the University of Nijmegen.



**ANNELIES ZOOMERS**  
Is Professor of Development Geography (IDS) at Utrecht University and Professor of International Migration at the Radboud University in Nijmegen.



**TARIQ RAMADAN**  
Is Professor of Islamic Studies at the Faculty of Theology at Oxford University.



**DOEKLE TERPSTRA**  
is president of the Netherlands Association of Universities of Applied Sciences, 'HBO-Raad'.



**KAREN OUDENHOVEN-VAN DER ZEE**  
Is Professor of Organizational Psychology, Cultural Diversity and Integration at the University of Groningen and director of the Institute for Integration and Social Efficacy.



**HANS VAN GINKEL**  
Entwicklungs Forschung, Bonn and a honorary professor in Human Geography and Planning at Utrecht University. He is former Rector of the United Nations University, Tokyo.

YOUTH AND YOUNG PROFESSIONALS



**SAYIDA VANENBURG**  
Is Consultant Operational Excellence at Cap Gemini and former Youth Representative of the Netherlands at the UN Commission on Sustainable Development.



**SANDRA VAN BEEST**  
Is student of European and International Law at the Radboud University Nijmegen and former official Youth Representative of the Netherlands to the General Assembly of the United Nations.



**ALPHA BARRY**  
Is International Aid / Cooperation Officer at EuropeAid, European Commission



**ADRIAN DE GROOT RUIZ**  
Is PhD-candidate in Economics at the Centre for Experimental Economics and Political Decision Making at the University of Amsterdam.



**MASOOMA YOUSUFZAI**  
Is History student at Groningen Royal University and former Youth Representative to Unesco.



**ZITA SCHELLEKENS**  
Is Political Advisor to the Minister of International Trade.



**CARIN TEN HAGE**  
Is Programme Director Planet Me at TNT.



**KARIEN VAN GENNIP**  
Is Director of European and International Affairs at ING and former State Secretary of Economic Affairs.



**INEKE BAKKER**  
Is Director of development organization Oikos and former General Secretary of the Council of Churches in the Netherlands.



**AWRAHAM SOETENDORP**  
Is the former Rabbi of the Reform Jewish Community, chair of the Jacob Soetendorp Institute on Human Values and Earth Charter Commissioner.

RELIGIOUS LEADERSHIP



## epilogue

SYLVIA BORREN, CO-CHAIR

# A YEAR OF TRANSFORMATION

The year 2009 went better for the Worldconnectors than for the World. The food, climate, financial and economic crises have led to the recognition of a moral and gender crisis. These issues are interconnected and transformation has become urgent.

We thanked Ruud Lubbers for his leadership as initiator and co-chair, and we are happy with his continued involvement as Worldconnector. Herman Wijffels is our new inspiring co-chair. The division of roles between co-chairs, steering and support groups is working effectively. The new dynamic organizational model of active and supportive Worldconnectors, alliances and citizens joining the e-based WorldConnections means that CONNECTING is what the Worldconnectors do, as well as stimulating practical activity in allied networks and organizations.

2010 is the year of opportunity for change. The negotiations for a climate agreement in Mexico, the March UN review of the position of women, the September UN review of progress in the Millennium Goals and ten years Earth Charter...



The financial crisis has proven that money is available to bring those who are now suffering hunger into a just and green economic system with safety nets and quality education and health for all. The Worldconnectors will stimulate all Dutch actors (government, the corporate sector or civil society) to play a strong and innovative role in achieving such much needed transformation.

## ATTENTION FOR CLIMATE CHANGE!

In the run-up to Copenhagen the Worldconnectors reviewed their Statement on Sustainable Development and Climate Change. They raised awareness for the consequences of climate change on developing countries. On several occasions they stressed the importance of a shared global ethical approach. Ruud Lubbers was the first person to receive the virtual pop-up booklet 'Daar ben ik' that demonstrates how climate change already affects developing countries. The Worldconnectors and Earth Charter Commissioners collected votes for their video in the You Tube/ CNN's competition 'Raise your voice: change climate change'. In newspaper Trouw Ruud Lubbers, Sylvia Borren and Sayida Vanenburg recommended that world leaders endorse the Earth Charter. They emphasized the importance of women in adaptation to climate change and of involving businesses and civil society in the process.



Herman Wijffels opened the third Conference on Adaptation to Climate Change in the Peace Palace in The Hague. He pleaded for a next stage of civilisation, in which the caring capacity of the Earth is taken into account. On a meeting on the 9th of December all these recommendations were discussed and became part of a 'last call' for Copenhagen. Co-chair Sylvia Borren took the ideas to the Copenhagen Express on 12 December, where she handed them over to the Minister of VROM, Jacqueline Cramer.

## NEW WAYS IN 2010

After three years of existence, the Worldconnectors exposed themselves to a critical self-examination. They discussed their identity, membership and working methods. In order to increase the impact of Statements, recommendations and insights, some adjustments were introduced.

### Circles of connectivity

In 2010 Worldconnectors will participate on different levels of involvement. These levels are referred to as 'circles of connectivity':

- I. active Worldconnectors: transformative thinkers who are interested in the creative and catalytic role of the Worldconnectors and actively participate in at least one Working Group and two or more Round Table Meetings;
- II. supportive Worldconnectors: individuals who are connected to a theme and put energy into a specific connective role and/or a specific activity. They engage how, when and where they can;
- III. Worldconnector alliances: cooperations with organizations involved in implementing the Worldconnectors'

Statements that can become long term alliances on a specific theme;

- IV. Worldconnectors' founding organizations: SID-NL, DPRN and NCDO;
- V. WorldConnections: all those who have created a digital profile on the Worldconnectors website and engage in discussion on the online forum of the Worldconnectors and VoiceOver.

### Ongoing themes

The themes the Worldconnectors discuss are relevant and complex. In order to deepen their knowledge and enlarge their impact, they will not only come up with new themes, but also reflect and update earlier themes and Statements. In 2010 Worldconnectors will start a new Working Group on Food Scarcity and continue to work on Gender and Diversity, Financial Systems and Sustainable World Citizenship. Furthermore they will address current themes, such as the Millennium Development Goals, ten years Earth Charter and Climate Change.

## Colophon

### WORLDCONNECTORS

Opportunities in times of crisis

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**Author:** Suzanne Heuts

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