

Balean Foundation

Policy Plan

Version 2.0 - Feb 2026



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I. Stichting Balean

Name of the organization: Stichting Balean

RSIN number: 867065710

Chamber of Commerce (KvK) number: 95267565

Established at: Provincialeweg 21, 5835 CZ, Beugen

2. Introduction

Stichting Balean was established as a non-profit foundation with the goal of placing the ocean at the center as a powerful ally in the fight against climate change. We believe that the oceans, if protected correctly, can play a key role in a sustainable future. We aim to develop a platform where ocean-impact initiatives worldwide gain visibility and funding.

As of late 2025, the foundation has expanded its executive board to reflect its growing international reach and technical ambitions. Because Stichting Balean operates globally, we communicate primarily in English across our website, handbook, and media. The name used for international activities is "Balean Foundation".

3. Objectives of the foundation

The statutory objective is to promote the protection and sustainable use of the oceans through education, awareness, collaboration, and technological innovation. The foundation achieves this by:

- Developing a digital platform for ocean-impact initiatives.
- Supporting projects through publicity, technical support, and fundraising.
- Strengthening the community and entering strategic partnerships.

4. Directors and Roles

The board of Stichting Balean consists of three members, operating under a flat hierarchy where all members hold equal power and mandate in decision-making:

- **Bart Oor – Chairman:** Responsible for collaboration, partnerships, and strategy.
- **Sander Brienen – Treasurer:** Responsible for finances, strategy, and Technical Lead.
- **Dana Mena – Secretary:** Responsible for Communication Strategy, Governance Procedures, and Organizational Management.

The board receives no remuneration, except for the reimbursement of demonstrable expenses. **Any changes to committee composition are formalized through the Chamber of Commerce (KvK).**

5. Executive Committee: Rules of Procedure

To ensure effective governance as a global, remote-first team, the following rules apply:

- **Quorum:** Decisions are only valid when all three members have been given the opportunity to provide input.
- **Meeting Frequency:** The committee meets formally once every month via remote channels to discuss strategy, finance, and operations. One in-person meeting may be evaluated annually based on budget and feasibility.
- **Remote-First Collaboration:** To ensure equal participation across time zones (specifically Europe and Western Canada), all formal business is conducted via Slack or scheduled video calls. Meetings are scheduled to accommodate all active time zones.
- **Anti-“Hallway” Decision Making:** No formal decisions may be reached through informal, in-person conversations. All topics must be moved to shared digital channels (Slack/GitLab) for input from all members before finalization.
- **Asynchronous Transparency:** Updates and operational shifts are posted in the shared digital environment. A formal Decision Log is maintained in GitLab; a decision is only considered final once recorded in this log.
- **Mandate:** Members are encouraged to lead specific areas (e.g., Technical Lead) and have the mandate to make operational decisions within those realms to reduce bottlenecks.

6. Mission, Vision, and Core Values

Mission: Accelerating ocean recovery via a digital platform and an involved community.

Vision: A world where the ocean is an essential solution for climate change and biodiversity loss.

Core Values: Sustainability (SDGs 13, 14, 17), Collaboration, Honesty/Transparency, Openness, and Trust .

7. Multi-year Plan

Phase I: Establishment and Build-up (2024–2025)

Focus on legal foundation (ANBI application), attracting partners, and launching the Minimum Viable Product (MVP) in October 2025.

In this first phase, the focus is on the foundation's foundation:

- Legal establishment and ANBI application in the Netherlands;
- Attracting strategic partners in the field of storytelling and technology;
- Launch of the Balearic community: people who care about the ocean and want to contribute actively;
- Collaborations with colleges and universities for research and communication;
- Involving volunteers and professionals in the mission;

- Creating awareness via social media about the potential of the ocean as a climate solution;
- Market research into the donation behavior of individuals and their communication preferences;
- Involving "early adopters" for co-creation of the Balean platform;
- Developing and testing UX/UI designs based on research and target group analyses;
- Development and launch of the Minimum Viable Product (MVP) of the Balean platform (October 2025);
- First successful fundraising via the platform for early-adopter projects.

Phase 2: Growth and Refinement (2026-2028)

During this phase, the foundation will transition from a startup MVP to a mature, data-driven community platform.

- **Year 1 (2026): Platform Versatility & Stability**
 - Separate platform functionality from website/app displays for multi-concept use.
 - Implement "feature toggles" for faster rollouts and integrate advanced Analytics for user insight.
 - **Target: Community size of 923; Donations of €9,235.**
- **Year 2 (2027): Social Integration & Role Maturation**
 - Transition to a fully-fledged community platform featuring social functions (comments, likes).
 - Introduce defined user roles (Moderator, Storyteller, Funding Organization).
 - **Target: Community size of 4,204; Donations of €42,040.**
- **Year 3 (2028): Knowledge Hub & BHAG Realization**
 - Establish the platform as a recurring destination for ocean storytelling, facts, and scientific research.
 - Enable community involvement in scientific data sharing.
 - **Target: Community size of 15,875; Donations of €158,752.**

8. Finances and Accountability

- **90%+ of income** directly benefits public interest activities.
- **Direct Pass-through:** Donations for specific projects are passed on without a margin for the foundation.
- **Operational Funding:** The foundation conducts separate fundraising for its own costs and platform expansion .
- **Sponsorship:** Initial expenses (2025) are supported by S&B Solutions & Consultancy B.V. (€5,000–€10,000) .

9. Communication and Evaluation

We maintain transparency via our:

Website: www.balean.org

Online Handbook: <https://balean-org.gitlab.io/about/>

Social media: <https://www.linkedin.com/company/balean-foundation/> and annual impact reports.

The board periodically adjusts goals based on market research, community feedback, and climate science .