

ANNUAL REPORT 2020

Emergency COVID-19
fund for students

CROWDFUNDING

“The impact of this
prize is enormous.”

FOUNDATIONS

A relationship with
WUR

YOUNG ALUMNI



To connect for
quality of life

University Fund Wageningen

The role of the University Fund Wageningen (UFW) is to support outstanding research and education at Wageningen University & Research (WUR). Fundamental and groundbreaking research is essential to find solutions for today's social challenges. And by providing a comprehensive education, WUR can train students to be tomorrow's leaders in sustainability. This is how we strive for a future in which people have enough healthy food to eat and can live in a sustainable environment.

Exceptional achievements in research and education are not possible without the support of the WUR community. We therefore connect WUR's internal and external relations based on the premise of friend-raising before fundraising. We consider it vital to build warm long-term relationships with our philanthropic partners, donors and alumni. Only by working together can we drive towards a sustainable future. We listen to their ideas, enter into dialogue and organise events so that everyone feels involved with WUR. Great things are being achieved thanks to the support of these philanthropic partners, donors and alumni. They give us the opportunity to fund socially relevant research that does not qualify for regular funding, to award scholarships to students who cannot afford to support their own education, to give talented students and scientists a platform, and to facilitate extracurricular forms of education such as student challenges.

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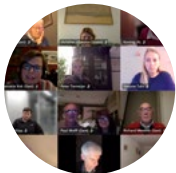
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Dear donors and relations

It hardly needs saying that 2020 was an eventful year for us, as it was for so many others, due to the COVID-19 pandemic. Almost all planned alumni events and donor meetings were physically unable to take place, research had to be adapted or postponed, and some WUR students found themselves in financial difficulties.

But some good things also came out of the crisis. We were moved by the many donations and warm messages from alumni, donors, WUR staff and students who contributed to our emergency fund for students. Everyone also took crash courses in online conferencing so that we could continue to work together towards our objectives. This enabled us to complete our 'Young Alumni Journey', which allows us to communicate in a more targeted way with our different groups of young alumni, and we said goodbye to our alumni association KLV, which dissolved on 1 October 2020. We also learned to organise virtual meetings, which among other things allowed us to bring together alumni from all over the world during the first online Alumni Open Day.

A number of successful funding applications to philanthropic funds were supported, such as that for a new food vision for the future. This resulted in two WUR scientists winning the title of 'Top Visionary' in the prestigious Food System Vision Prize. Finally, our telephone campaign brought in no fewer than 900 more Friends of UFW, whose contribution is used to support activities for students and young alumni. I am therefore proud of what we have been able to achieve for the students and researchers of WUR, despite all the challenges of coronavirus and new ways of working.

This annual report tells you more about these and other special activities, awards and research we supported in 2020. It is thanks to you and our other committed donors, alumni and volunteers that we are able to share these stories. On behalf of all the benefiting students, researchers and other stakeholders, thank you from the bottom of our hearts for your engagement and support in 2020. We hope that we can continue to count on your involvement in the future.

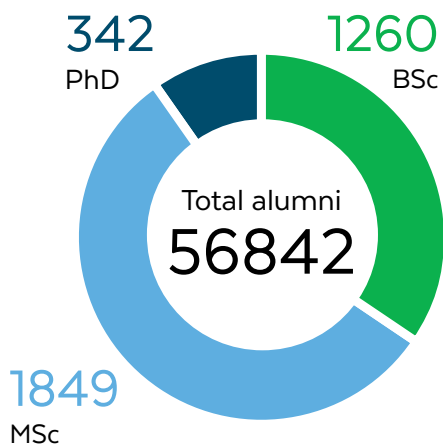
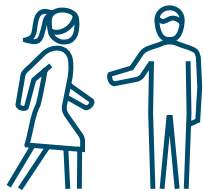
On behalf of the University Fund Wageningen board,
Jan Karel Mak (chair)



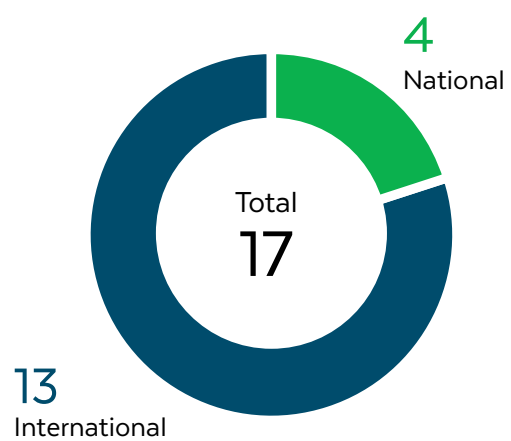
What do our figures say?

Alumni

In 2020, WUR has gained 3451 alumni



Alumni events



Alumni Chapters & Networks



Planted UniversiTREES in 2019



0
National



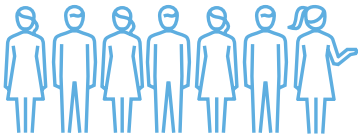
1
International



29*
Total since 2018

* of the 100 intended trees

Volunteers



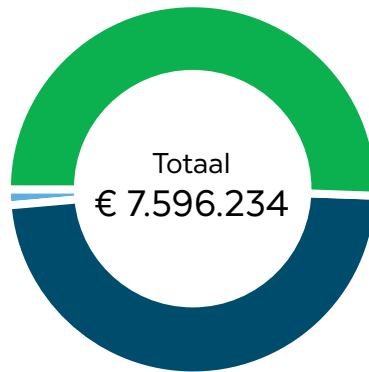
330
Volunteers involved
with UFW

Fundraising

€ 3.869.903 raised
in large donations

€ 3.649.971 raised in
perennial commitments

€ 76.360 raised in
crowd funding



Named Funds

In total

€ 804.314
earmarked

and

€ 23.597
unearmarked



28
named
funds



3
crowd funding
projects



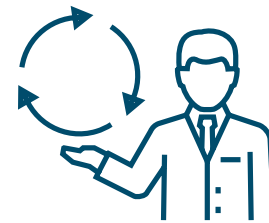
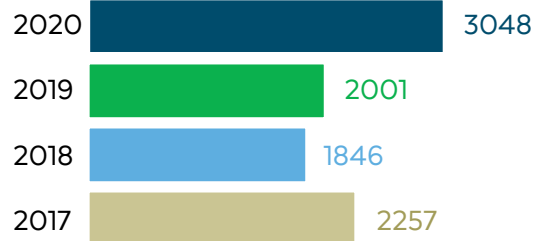
In total 48 scholarships given to
international students



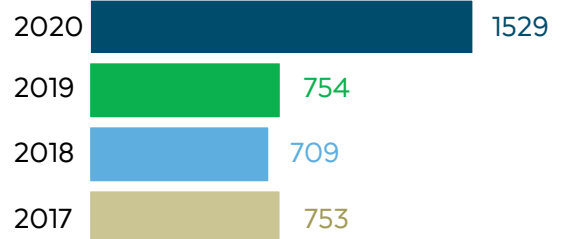
Donors



3048
Donors



1529
Regular donors



To which funds

1545
Donors

University Fund
Wageningen

797
Donors

anne
vanden
banfund

1220
Donors

Fund
Belmonte
Arboretum

Emergency COVID-19 fund for students

In March 2020 the consequences of the rapidly spreading coronavirus were already being felt by everyone on a daily basis. Then as now, they created considerable uncertainty for us all, including Wageningen students. The university has been doing its utmost to support people through this difficult time. Some of the students who were already struggling have found themselves stuck between a rock and a hard place during the pandemic. Many are suffering from study delays and acute financial distress due to a loss of income. On 6 April 2020, UFW launched a crowdfunding campaign for an emergency fund so that students who could not access sufficient financial resources in any other way would still be able to continue and graduate worry-free.





We were overwhelmed with responses from WUR alumni, staff, students and regular donors who contributed to the emergency fund. Almost 830 people donated to the emergency fund during 2020 and more than €68,000 was raised, an amount that far exceeded our target. This enabled us to help 28 students in the final phase of their studies in 2020 who found themselves in a very stressful situation, many of whom were international.

Years of effort almost for nothing

The emergency fund was a last resort for Forest and Nature Conservation student Julia, from Hungary, to ensure that her years of effort to become a conservationist were not in vain. "Financing my higher education has never been easy for me," she says. "I paid for my Bachelor's and Master's studies entirely from my own income, often working several jobs in addition to my studies." Due to the impact of coronavirus she lost a large portion of her income and a sudden change from doing an internship to completing a second thesis instead meant she was also delayed. Without financial support, Julia would probably not have been able to complete her education. "This would have been really terrible for me as I'd already invested so much in becoming a conservationist," she continues. "I felt like I was carrying a huge weight on my shoulders. The emergency fund relieved me of this constant state of uncertainty and gave me the opportunity to complete my studies." In early 2021, Julia had almost reached the end of her study programme. "My second thesis will contribute a lot to my future career as a conservation scientist. This would not have been possible without the emergency fund's assistance and I am very grateful to the donors!"



Back on their feet

Julia eventually found a new part-time job which enabled her to cover the last few months of her education. The same goes for Julia's fellow Master's student in Forest and Nature Conservation, Francisco, from Portugal, with whom we caught up with a few months after receiving support from the emergency fund. He was at his new part-time job at the De Vlijt windmill in Wageningen. The pandemic initially forced him to return to Portugal, but with support from the fund he was able to afford to finish his studies in Wageningen. "By supporting me for three months, the emergency fund gave me the chance to find a job in the Netherlands that I could combine with my thesis. This enabled me to become financially independent again." Before receiving support, the future looked bleak. "But now I have hope again."



From top to bottom: Daniela, Francisco and Julia. Photos: Guy Ackermans



Photo: Anna den Hartog

Latin-American exchange rates

Many students are dependent on their families for their tuition fees and living costs, which for students from outside the EU are around €29.000 per year. This support dried up for many students due to the crisis as family members were out of work and the currency exchange rate fell sharply. Colombian Master's student in Rural Development and Innovation, Daniela, was among those facing this situation. "I think I speak for all Latin-American students when I say that the fluctuating exchange rates have made things very complicated," she says. "Our families have had to overcome this unexpected situation, while our governments have been doing little to alleviate the economic crisis."

Daniela received support from the fund for four months, which enabled her to finish her studies. "Completing a Master's degree is never an easy task and financial problems make it even harder. The support from the emergency fund enabled me to continue working on the subjects about which I am passionate."

"Now I can help someone else"

Alumna Màrria van Winkel (Household Sciences, 1992) was one of the 828 donors to the emergency fund and was herself helped by a fund at the end of her studies. Twice, in fact. Màrria initially received financial support to graduate and, when she unexpectedly had to delay her studies, was again eligible for a grant from the fund. "I really appreciated that, perhaps even more than the first time," she says. Màrria did not hesitate for a moment when she received the call from the emergency fund for students. "I benefited from it then, now I can help someone else." ●

Emergency fund for students

The emergency fund helps students who have fallen into acute financial difficulty due to the pandemic so that they can continue their studies. Support is provided for a defined period and is limited to living expenses, insurance and housing costs, up to a maximum of €5,000. Only students who have no other means of support are eligible. In 2020, half of all applications were granted. The fund ran out in spring 2021 but, as applications were still coming in, we restarted crowdfunding in April to help these students too.

More information
crowdfunding.wur.nl/project/noodfonds

Food System Vision Prize finalists Imke de Boer and Evelien de Olde:

“The impact of this prize is enormous.”

The food system needs a radical overhaul according to Wageningen scientists Imke de Boer and Evelien de Olde of the Animal Production Systems Group. Together with their team, they came up with a holistic vision of a healthy and circular food system in the Netherlands in 2050, entitled ‘Re-rooting the Dutch Food System; from more to better’. The vision earned them a place as one of the ten finalists in the prestigious Food System Vision Prize, where they were awarded the title ‘Top Visionary’ and received USD 200,000.

Philanthropic fundraising

One of our main goals in the coming years is to be the central organisation for WUR in strategic relationship management with philanthropic partners and the expert in philanthropic fundraising. At the heart of our approach is a focus on personal connections with our relations, which we call ‘friend-raising before fundraising’. Through careful and long-term relationship management, we enter into ‘partnerships for impact’ and realise groundbreaking research within WUR. We also support researchers in their proposal development and submission to major international (philanthropic) organisations.

De Boer and De Olde’s vision includes a redesign of the current Dutch food system with attention for ecological boundaries, a sustainable policy and economic preconditions that allow producers and consumers to make sustainable food choices. De Boer and De Olde worked together with a team of farmers, representatives of nature and agricultural organisations, and scientists from Wageningen.

“We believe in a diversity of solutions”

De Boer: “The food system in the Netherlands has many positive aspects as there is a wide range of good food available at an affordable price. But the food system is also at the heart of a number of problems we face as a society. The current food system has a negative impact on our planet and does not guarantee everyone access to healthy food. In addition, food producers often receive low wages and we also fall short in the field of animal welfare. Taken as a whole, all these things require radical change.”



Photo: The full team behind the vision, with De Boer on the second chair from the right, and De Olde on the second chair from the left.

And this radical change requires a holistic vision: "Everything is connected," says De Boer. "If you decide that we need to keep fewer animals in the Netherlands, the livestock industry will relocate to Eastern Europe and we will have made no progress as the demand for animal products will not have changed. You must therefore not only look at how to farm differently, but also at different forms of consumption and ways to reward farmers economically for tasks like landscape management."

It must, for example, become easier for consumers to make healthy and more sustainable choices. While this can be done through education, the food supply, such as in supermarkets and at organised dinners, also plays an important role. "If local, fresh and plant-based food is readily available, the choice will become more obvious," says De Boer. The scientists do not want to set strict requirements, however. "We believe in a diversity of solutions and are not providing a blueprint for the future," says De Olde. "We're not saying: you can only keep a maximum number of animals. What we are saying is that you should find a balance, from a circularity point of view, between the number of animals and the amount of feed based on grass and residual flows from our food production."

Connection to practice

De Boer and De Olde assembled a team of researchers, farmers and representatives of nature and agricultural organisations. This connection with people from the field was incredibly important in sketching a realistic and well-founded vision says De Boer: "From day one, we said to ourselves that we must be rooted in what is really going on. Because feasibility was also a criterion of the prize, we really wanted to show that we weren't simply making things up; it really is possible!"

After a long process, they were the only team from Europe to reach the final. "An enormous honour," says De Olde. "It also gives us a sense of responsibility to come up with a systemic approach that is relevant to the whole of Europe." The prize money helps them stay connected to their contributors. De Olde: "Farmers want to do something, but often have few resources. They can now submit a project application to us through which they can contribute to a better food system."

From the newspaper to the UN

With the prize came momentum – interviews with the press, appearances on the radio, television and podcasts, a series of dialogues at the Pakhuis de Zwijger

FOUNDATIONS

cultural platform. They also still receive daily e-mails from like-minded people. De Olde: "It's then that you realise just how many organisations are committed to a more sustainable and healthier food system. Some may do so from a food perspective, others from a nature perspective, but we all have the same ambition."

The duo also has the chance to promote their vision on the political front. For example, they talked to the Dutch Minister of Agriculture, Nature and Food Quality, Carola Schouten, and helped prepare the government's discussions in advance of the UN Food Systems Summit. "And I have twice made presentations to the European Union," says De Boer. "That's one advantage of the pandemic: it all has to be done online from home."

The six dimensions of the vision
Re-rooting the Dutch Food System

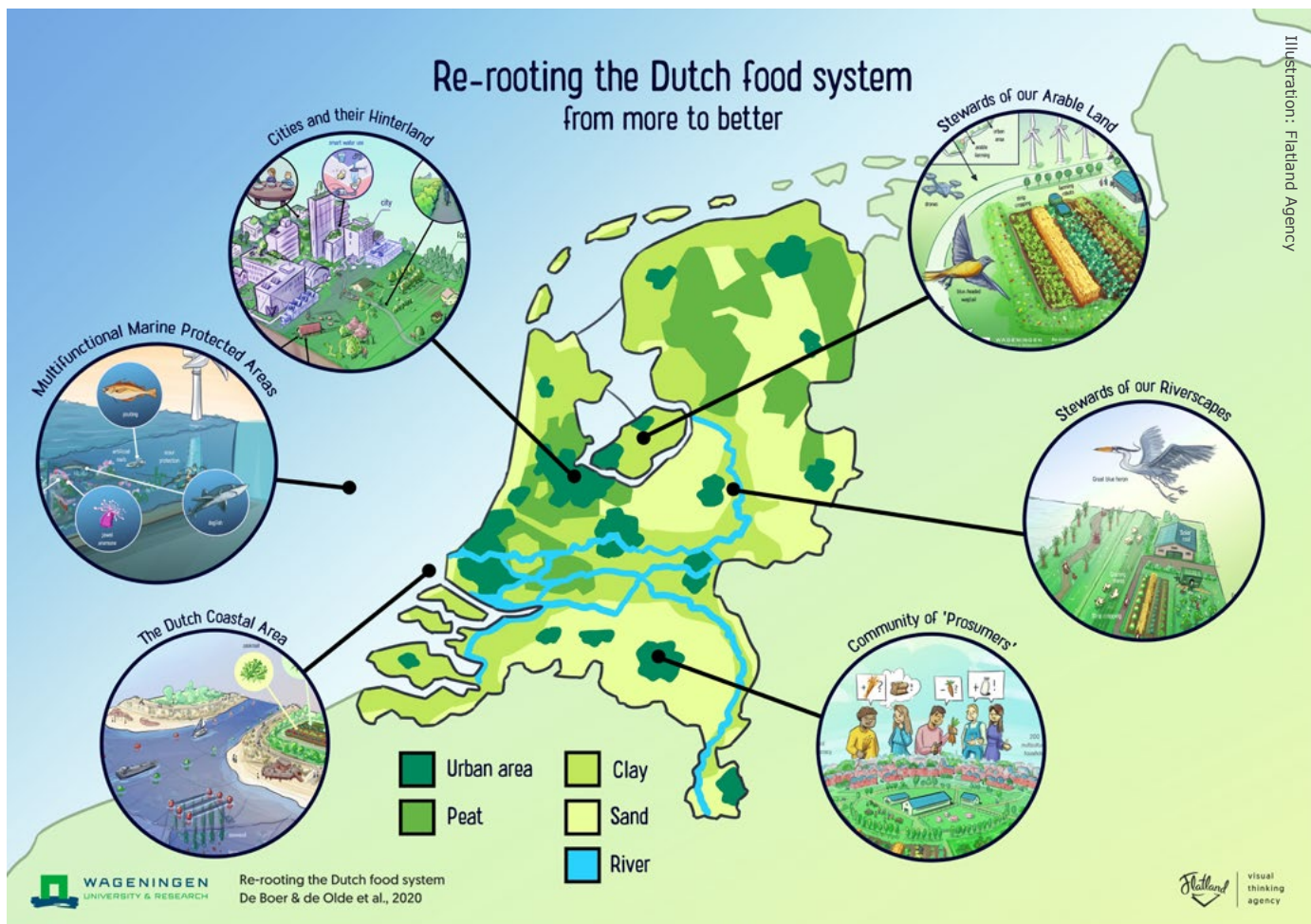
We would never have reached so many people if we had to travel everywhere."

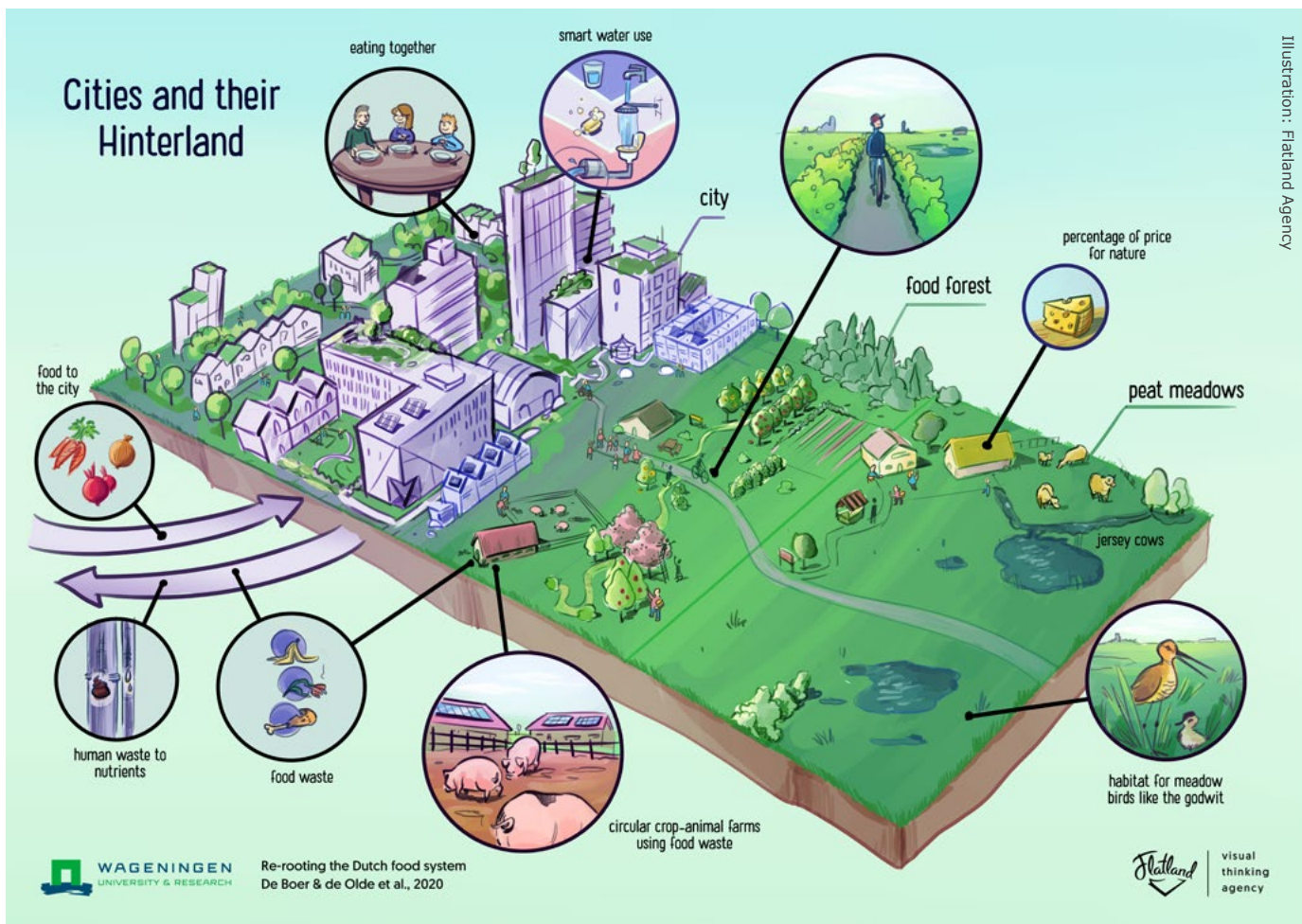
"It's up to all of us"

The researchers do most of these activities in their spare time, along with many other initiatives for which they have been approached since receiving the prize. "That's down to the drive that Evelien and I have to change the food system, something that we are very committed to. But I can no longer do that alongside my position as chairholder," says De Boer who is therefore taking a step back from the university and moving forward as a personal professor of Animals & Sustainable Food Systems.

Not that De Boer and De Olde can go it alone. "Realising the vision is up to all of us. We try to ask others as much as possible: what can you do? And we then attempt to back that up as best we can with scientific knowledge," says De Boer. New resources are also needed for additional research to find answers to questions like: what are the boundaries of the Dutch ecosystem within which the food system must function?

Will we be living in their envisaged food system in





2050? De Boer: "I hope so! Some people think it's not possible and I can sympathise with them. But then I think: if I don't believe in it, why should anyone else? Fortunately, the new generation is better trained in systematic thinking. They have learned to see how everything is interconnected and that gives me hope."

About the Food System Vision Prize

The Food System Vision Prize is an initiative of the American Rockefeller Foundation and its partners SecondMuse and OpenIDEO. More than 1300 teams formulated a vision for a healthy and regenerative food system in a region of their choice by the year 2050. Some 76 teams were selected in March 2020, including that of Imke de Boer and Evelien de Olde who were given the opportunity to further develop their vision. During the two rounds, they could make use of support from UFW. "We are very grateful to UFW. Among other things, it connected us with creative people who expressed our vision in illustrations. We still almost always use those pictures in talks," say De Boer and De Olde. Ten finalists were ultimately chosen from the teams, who were then able to finalise their vision through Rockefeller Foundation workshops and go for the title of 'Top Visionary'. ●

One of the six dimensions of the vision: Cities and their Hinterland

"Mobilizing and sustaining a movement to revolutionize food systems relies on all of us becoming protagonists in our own food futures, which is why The Rockefeller Foundation launched the Food System Vision Prize. "Re-rooting the Dutch Food Systems" outlines a transformed, circular Dutch food system that safeguards natural resources, promotes healthier and more sustainable plant-based diets and recycles unavoidable losses and waste. We now sit at an exciting juncture, because while the Food System Vision Prize has formally concluded, the work is only just beginning and we support the team and the important work ahead."

Sara Farley, Managing Director, Food Initiative bij The Rockefeller Foundation.

Grant management

As part of integral relationship management, UFW takes care of the process of grant management when receiving philanthropic gifts for research projects by WUR. This ranges from due diligence procedures, setting up gift agreements, monitoring projects on reporting deadlines and finance, facilitating meetings between donor and researcher, and assuring alignment in communication.



Towards regenerative agriculture with the IKEA Foundation

WUR and the IKEA Foundation started a new collaboration in 2020, facilitated by UFW. The IKEA Foundation is supporting two WUR projects in East Africa as part of its Agricultural Livelihoods portfolio, which works towards an inclusive, regenerative and circular agricultural system. In line with this strategic direction, the Foundation found the world's leading agricultural university to be a suitable partner. "The IKEA Foundation is delighted to support Wageningen University & Research as it generates science-based evidence for food systems that benefit both people and planet, and nurtures local knowledge and food leadership in Africa," says Petra Hans, IKEA Foundation Portfolio Lead, Agricultural Livelihoods. "We believe this is essential to transform food systems and ensure the equitable availability, access to and use of healthy and sustainable food."

The first project to be funded was REFOOTURE, in which all science groups within WUR are collaborating. WUR scientists and local stakeholders set up Living Labs in Kenya, Tanzania and Uganda in which they work out the

conditions for a regenerative agricultural system themselves and implement these accordingly. REFOOTURE's project leader Jochen Froebrich is grateful for the IKEA Foundation's support: "The collaboration offered the unique opportunity to unpack simultaneously the concepts of living labs and regenerative food systems in a truly transdisciplinary approach, approaching different scientific disciplines, countries and stakeholder levels step by step. This will involve a lot of learning by doing, and I am particularly glad that the IKEA Foundation wants to meet this challenge with WUR."

A second project also got the green light later in 2020. The African Food Fellowship brings local (potential) food system leaders together as food leaders of the future. Both projects are focused on collaboration with the local institutions, looking to build a locally rooted programme, and have the potential to reinforce each other. Living Lab participants could, for example, be invited to follow the fellowship programme. ●

Second seaweed project started with support from Lloyd's Register Foundation

In 2019, Lloyd's Register Foundation entered into another partnership with WUR to scale up the human consumption of seaweed. Lloyd's Register Foundation is increasingly taking the lead in the international dialogue about the use of seaweed as alternative protein source and has put the

item on the agenda of the UN Food Systems Summit that is due to take place at the end of 2021. "By farming just 2% of the ocean, we could produce enough protein to feed 12 billion people," says Vincent Doumeizel, Director Food Programme of the foundation. "Our generation could

be remembered as the first to feed the entire population of the planet with safe and sustainable food.”
Producing seaweed for human consumption on a large scale, however, first requires the development of a unilateral protocol for safely cultivating and harvesting it. This is precisely the goal of the new project supported by the foundation: *Safe Seaweed by Design*, led by WUR scientist Sander van den Burg.

The foundation already supported a WUR seaweed-related project in 2016 in the North Sea called the *Safe Production of Marine Plants and Use of Ocean Space* (SOMOS) initiative. *Safe Seaweed by Design* is a follow-up to this study. Evaluating the current standards for food safety, safe working conditions and environmental impact will allow the international research team to develop a protocol that eliminates the main threats. The protocol will then be tested in a pilot study in Norway to see whether it actually works in practice. WUR is working with Solent University (UK), Ocean University (China), and Arctic Seaweed (Norway) on the project.



UFW has been partnering with Lloyd’s Register Foundation since 2015 and helps identify opportunities for partnerships between WUR and the foundation related to food safety challenges. We are pleased that this work has again led to a valuable collaboration. ●

Nine companies join forces on home testing protocol for pet food

A unique cooperation between companies and the university should ensure that dogs and cats no longer have to be observed in a kennel for the development of pet food. Nine companies from the animal feed industry, some of which are competitors in daily life, have joined forces to develop protocols with WUR to measure the digestibility and flavour of dog and cat food in home environments. The companies made a joint philanthropic donation to UFW worth €325,000, allowing WUR PhD student Evelien Bos to carry out the four-year research. UFW was the ideal fund to support the realisation of the collaboration.

To develop protocols, Bos asked cat and dog owners to take part in digestion and flavour tests. During the studies owners give their pets food supplied by Bos and collect the faeces or monitor eating behaviour for approximately two weeks. The pet owners are actively included in the protocol as well. “They are most familiar with the animal and ultimately determine what they eat,” Bos explains. She believes the new testing approach could lift the entire pet food market to a whole new level. “By testing at home, pet food can be tested in a more animal-friendly, relevant and representative way.”



There is significant social support for this testing approach and pet owners are very eager to participate. The first digestion studies for dogs started in 2020 under the title: *De Gouden Hondendrol* [The Golden Dog Poo- ed.]. A test for cats, *Kat in 't bakkie* [Cat in the cup- ed.] is due to start in 2021 in addition to flavour tests at the pet owners’ homes. The project will run until 2023, and the protocols developed will be made publicly accessible. ●

The 134-year legacy of the KLV alumni association

In 2020 UFW bade farewell to its partner KLV. University Fund Wageningen, the WUR alumni bureau and the alumni association KLV had joined forces in 2015 under the name University Fund Wageningen (UFW). It had, however, become apparent that KLV was having less added value to the WUR alumni. KLV had been experiencing a gradual drop in members since 2008 and, when the alumni bureau also started organising alumni events in 2005, often in collaboration with KLV, paid membership became less attractive. Despite an expansion of the annual plans with new activities and projects, it proved impossible to halt or reverse the fall in paid members.

After a comprehensive review process, review process, the General Assembly decided to dissolve KLV on 22 September 2020, and a livestream event on 3 October with various members marked the end of the association. During this event authors Martijn de Groot and Joost van Kasteren presented their book *Wageningers: de betekenis van 134 jaar Koninklijke Landbouwkundige Vereniging* [Wageningen alumni: the value of 134 years of KLV – ed.]. The book was written especially for the occasion and presented to all members. Employees of UFW supported the dissolution process, the farewell event and the publication of the book. In addition, the Board of KLV worked closely with WUR and UFW throughout 2020 to safeguard the legacy of KLV in an historical, financial and social sense.

Friends of UFW

As of late 2020, all WUR alumni are invited to become a friend of UFW for just 5 euros a month. In this way they can support activities for students and young alumni, help involve students

in the alumni network during their studies, and enable young alumni to participate in activities that will help them start their careers. Friends-supported activities include the presentation of the Thesis Award (for an excellent Master thesis scoring 9 or higher), supporting student challenges, and organising (network) meetings and activities in the Young Alumni Programme. All former paying KLV members were approached by phone to become a UFW Friend in late 2020, resulting in a grand total of more than 970 new regular donors.

KLV fund

The KLV fund was established to ensure the remaining funds of KLV are appropriated after the dissolution as a 'named fund' within UFW. It supports one-off, special alumni initiatives that are an addition to the regular alumni





Photo: Former chair of KLV, Han Swinkels, raises a glass to 134 years of KLV with presenter of the farewell event Simone Ritzer.

programme. This enables alumni to make a valuable contribution to expertise development in education, research and policy-making that addresses significant social issues. Alumni with new initiatives, such as activities that stimulate the social debate within the Wageningen domains, or a network that promotes the dialogue or collaboration between domains, can submit their request to the fund in 2021.

Study Circles and Networks

Since the dissolution of KLV all 14 of its related Study Circles and Networks have continued independently. They organise lectures, excursions and network meetings within specific Wageningen domains and promote the interests of their fields of expertise. UFW will continue to support them in various ways over the coming years and facilitate an informal platform where Board members of these Study Circles and Networks can come together to discuss their road to independence and possible collaborations. Some of the Study Circles have already taken the initiative to establish a joint network called the New Network.

Showcasing 134 years of KLV

In the publication *Wageningers – De betekenis van 134 jaar Koninklijke Landbouwkundige Vereniging* journalists Martijn de Groot and Joost van Kasteren describe the rise and success of the Vereeniging van Oud-Leerlingen der Rijkslandbouwschool and its successors (including the final one, KLV), as well as the decline that started in the 1970s and led to the eventual dissolution of the association. Especially in the first 100 years, the association and its successors and members played an important role in organising the knowledge and experience of Wageningen alumni on behalf of agricultural research, policy and – no less important – practical applications on the land. The book describes major events in the nearly 150 years of KLV: the relationship with Wageningen University, broad range of activities, colonial past and its political influence and social impact. ●

For more information

www.universiteitsfondswageningen.nl/vriendenvanufw

www.universiteitsfondswageningen.nl/klv-fonds

www.wur.nl/studiekringen-netwerken

“It’s cool being part of this network for ambitious women”

In 2020 it was the third time that the Marina van Damme Fund awarded grants to talented female Wageningen alumni. Just like last year, two full grants were awarded instead of one. Grant winners Iris van der Meer and Iris van 't Erve both received a sum of 9000 euros. The grants are intended to boost the career of female engineers by supporting an extension or broadening of knowledge or an international orientation. One will be using the money for oncology, the other for nature conservation.

“I want to get more information out of my research data”



Iris van 't Erve is in the final year of her PhD research at the Netherlands Cancer Institute in Amsterdam. “I study DNA that is secreted into the blood by tumours in the intestines. We use blood samples to try and get a picture of certain genetic changes, which will then let us select the right medication.” She graduated in 2017 in Nutrition & Health and Molecular Sciences. After her PhD, she wants to continue in oncology as a postdoc. “I find it very valuable to be able to explore the possible applications for my findings.” She will use the grant from the Marina van Damme Fund to broaden her knowledge by looking at the bioinformatics of DNA analyses. “Advanced techniques are used to analyse genome data. I want to learn more about this area, as this will hopefully let me extract more information out of my research data.” Unfortunately for Van 't Erve, the course she wanted to use the grant for could not go ahead because of the coronavirus crisis. If it is cancelled in 2021 as well, she will look for an alternative.



“I would like to move up into senior management”

Iris van der Meer coordinates the World Wildlife Fund’s programme in Zambia. She graduated in 2014 in Forest & Nature Conservation. “I am an ecologist but my goal is to move up into senior management in the nature conservation sector,” says Van der Meer. “I want to increase my impact.” When searching for a suitable course, she came across the Conservation Leadership Master’s in Cambridge, which she started last October. “It is an expensive course and the fund’s financial support is very welcome.” In the autumn, Van der Meer attended lectures and group sessions in Cambridge; she is doing the second term online from Zambia because of the coronavirus crisis. “We have a group of 19 students. The nice part is that we all come from different countries. That way, you learn a lot about nature conservation in other parts of the world.” The two winners will become part of the Marina van Damme network. “I wasn’t really aware of that when I applied,” says Van der Meer. “Now I realize it’s really cool to be part of this network of ambitious women who help one another.” ●

Excellence and remarkable achievements deserve to be rewarded with extra attention and societal recognition. Therefore, UFW and multiple named funds present several awards and stipends every year.

www.universityfundwageningen.eu/awards

UFW Awards

Thesis Award

Jasper Roebroek (overall winner),
Javier F. Reynoso Lobo, Roman Meier
en Dries Hulst

Research Award

Jorge C. Navarro-Muñoz

Teacher of the Year Award

Arie Nieuwenhuizen



Awards and stipends named funds

AtlasInvest Entrepreneurship Grant

Greencoverly (Start-up Award)
Mylium (Impact Award)

Dr. ir. Aalt Dijkhuizen Fund - Young Scientist Grant

Simone Verhagen and Paul Ruigrok*

Marina van Damme Award

Iris van der Meer and Iris van 't Erve

Niels Smith Fund

Sailor Floortje Hoogstede

*Unfortunately Paul had to cancel his research due to the COVID-19 pandemic. Therefore he had to give up his stipend.

“My wife and I were extremely fond of Belmonte and wanted to give something back.”

The decision by Koen Verhoeff (89) and his since deceased wife to include Belmonte Arboretum in their will was based on a combination of his extensive career and involvement in biology and their many joint walks at the arboretum. As co-founder and former chairman of the Society National Plant Collections (SNP), Verhoeff's relationship with Belmonte began at a young age, and weekly visits to the arboretum became a fixed part of his life after he moved to Wageningen to become director of the Agricultural Research Department (DLO). “My wife and I were extremely fond of Belmonte and wanted to give something back.”

Koen Verhoeff, former professor in Biology in Utrecht and Amsterdam and head of the Willie Comelin Scholten Phytopathological Laboratory in Baarn, did not agree with the various Dutch universities who, faced by a lack of funds, decided to sell their botanical gardens. “No way, I thought, and got involved by establishing the Society National Plant Collection (SNP) in 1988, later known as the Dutch Botanical Gardens Association (NVBT).” The association stimulated many universities to think twice and stopped or delayed the sale of various botanical gardens. Wageningen eventually sold its botanical garden in 2011. Verhoeff had by then moved to Wageningen and established a foundation with a group of people to preserve the Belmonte Arboretum themselves.

Now ‘just’ a weekly visitor to the arboretum, Verhoeff and his wife, who died four years ago, decided to include a donation to the Belmonte Arboretum in their last will & testament. “Some people donate a bench, which then features their name on a plaque, but we wanted to do more. This gave us the idea of establishing a named fund

Leaving a legacy to UFW

By including University Fund Wageningen in your will you can contribute to the development of knowledge which helps tackle major social problems. We will find a research or educational project that most needs your support. We can also discuss which research or educational theme within WUR would suit your legacy best, or you can decide to establish a named fund in which you determine both the title and the purpose – within the domain of WUR, of course – yourself.

More information

www.universityfundwageningen.eu/legacy



Photo: Koen Verhoeff (right) with director of the Belmonte Arboretum Foundation Dedde Smit.

and we discussed it with our three children first, who immediately agreed." The fund will include a percentage of the sale of the couple's house after Verhoeff himself has passed away. In addition to leaving a sum of money to the arboretum, the fund will also help preserve their name for future generations. "My wife wanted her maiden name, De Fremery, to live on, so we named the fund: Fonds Verhoeff- De Fremery."

The money from the fund will be spent on managing the Belmonte Arboretum collection, a broad purpose which allows the foundation to decide where the funds are most needed at the time. "Belmonte has reached new heights in recent years due to its collection management," adds Verhoeff. "People actually travel from abroad specifically to view the rose collection."

Erosion and drought are currently requiring costly solutions, such as the installation of an irrigation system. The purchase of new botanical plant varieties costs money, too, but a clause in the transfer of ownership to

the Geldersch Landschap foundation means Belmonte cannot charge visitors for entry. Verhoeff therefore hopes that more people will consider donating or leaving money to the Belmonte Arboretum. "The whole city can enjoy the garden for free. Thankfully there are quite a few people such as neighbourhood residents who are willing to give back and help out when needed." ●

The Belmonte Arboretum Fund

The Belmonte Arboretum Fund is a named fund managed by UFW. Its goal is to contribute to the management of the Belmonte Arboretum in Wageningen as a high-quality garden in a botanical, cultural-historic and scenic sense. Donations to the fund benefit the Belmonte Arboretum Foundation that manages the garden. For more information about named funds within UFW see page 32.

Alumni activities in the age of COVID-19

The coronavirus crisis put paid to physical alumni meetings worldwide from the first quarter of 2020, leaving alumni to attend online events from the comforts of their own home. A benefit of these online activities was that we were able to reach an even larger audience and we are pleased we managed to still facilitate so many connections between alumni in the Netherlands and abroad.

DEAN ONLINE WORLD TOUR: TECHNOLOGICAL TRANSITION

The Tech Lecture 2020, organised by the four technical universities based on their 4TU partnership, called for innovation, action and cooperation to tackle the world's most urgent challenges. The international alumni network of 4TU, the Dutch Engineers Alumni Network (DEAN), organised three global online events in late 2020 and early 2021 in line with this appeal. The events highlighted unique changemakers who serve as innovators in health

care, energy provision and food production. WUR alumnus Koen Klompe was one of these changemakers and his lecture 'More and better production with less,' explored WUR's Farm of the Future at which he is manager. Klompe's team uses applied technologies to measure exactly what happens to the crops, for instance whether they are diseased and need treatment or whether they are dehydrated and require water. ●

WUR CONNECT CHALLENGES

To connect the alumni online and preserve involvement with the university, especially in times of COVID, we organised various photo challenges via our online alumni platform WUR Connect. All participants were sent a WUR gadget, and the winner of each challenge received a WUR sweater. The winner of the first challenge with the question 'What did you take home from WUR?' was Jitte Groothuis with his macro-photo of a leafcutter ant. In addition to this challenge, alumni also shared photos of their creations, the most far-reaching change in their lives due to the pandemic and their favourite dishes and bakery products. We also started a Join the Chain project in which alumni created a chain of stories about the most valuable lesson they learned in Wageningen and their best memories. ●



WEBINAR HORTICULTURE - ALUMNI CHAPTER CHINA

During this webinar in August, Chinese alumni from the horticultural sector entered into a dialogue about the restrictions and challenges in the use of greenhouses for horticulture in China. They also looked at opportunities for growth. After four lectures focused on the development of Chinese horticulture, participants exchanged experiences about the differences with Dutch horticulture, followed by an in-depth

discussion involving all 50 participants. Due to the success of the meeting, the Wageningen Alumni Chapter in China hopes to expand the dialogue to other Wageningen domains. By meeting with alumni, they hope that knowledge institutes and companies will gain a better insight into the bottlenecks and challenges in the various sectors. ●



FIRST ONLINE ALUMNI OPEN DAY

The Alumni Open Day was organised online for the first time last year. Professor Louise O. Fresco, chair of the Executive Board of WUR, and Joris Lohman MSc, director of Food Hub, filled the first part of the programme, discussing the role of science and emotions in the current social debate. This was followed by an interesting and varied facultative programme with discussion groups and lectures by Wageningen scientists and various study circles and networks. Between sessions, participants could choose to be connected with a fellow alumnus based on an indicated interest. Alumni were very positive about the day: "A brilliant programme, interesting speakers and fun speed dates," said one of the attendees. Due to the online character of the open day, we were able to reach a broad audience, with almost 500 participants from 48 countries. "I spoke to alumni from Indonesia, Chile, and Drenthe," explained one alumnus enthusiastically. Next year we hope to add various online elements to the open day as well. ●

ONLINE REGIONAL MEETINGS

The regions The Hague/ Rotterdam and Utrecht organised the first online alumni meetings in November and December. In Utrecht, WUR alumna Tessa Hermens-van Ruremonde spoke of her work as Sustainability Expert Ingredients at FrieslandCampina and explained how FrieslandCampina is working on climate neutrality. Alumna Anne Koning, Housing, Spatial Planning, Recreation and Sports delegate for the Province of South Holland, was the speaker at the alumni meeting of The

Hague/Rotterdam.

"We have started digitally delving into the energy transition in the region and innovative solutions from Wageningen to generate energy," said committee member Annemarie Kok. "Although we have missed the social aspect and networking interaction, it has been a good way to get to know each other and remain in contact as alumni." Both meetings in the digital environment were well-attended with 70 alumni taking part in each region. ●

ALUMNI RELATIONS

UFW invests in strengthening contacts between WUR and its alumni, and between the alumni themselves, both nationally and internationally. We organise various events for this purpose, including alumni events in the Netherlands, and, via our 'alumni chapters' and, since four years, in the 4TU framework (Dutch Engineer Alumni Network, or 'DEAN') elsewhere too. With our contribution to Wageningen World and various digital newsletters, we keep the connection between the alumni community alive. We also use the engagement platform WUR Connect to link over 9000 alumni, WUR employees and other stakeholders. A warm and life-long relationship between UFW, WUR and its alumni is established in this way. ●

Retaining relationships with young alumni

We aim to ensure that all alumni maintain a relationship with their alma mater. Over the past years, UFW found that it was mainly able to reach older alumni (60+). The group of former students who graduated in the past decade – the young alumni – rarely participate in activities and yet they comprise some 30% of the entire alumni population. Establishing a target-group-oriented alumni policy is one of our prime goals for the years ahead in order to better reach these people. In this framework we started looking for the best ways to create an interesting programme for young alumni, too, while informing them about WUR events and news in an attractive way.

The five personas:

1 THE IDEALIST

Idealists identify strongly with WUR, whether they are always involved or not. Idealists are free thinkers and critical. Self-development, a desire for a better world and independent thinking are key themes to them. They therefore look for intrinsically relevant, theoretically scientific and inspiring events, and like to know how WUR is addressing current developments. ●



2 THE UNKNOWING

I'm often passive and prefer the easy route. I'm not sure what being an active alumnus can offer me. ●



3 THE CONVERTER

I am not sure whether my being an alumnus of WUR can add anything to my life; I am no longer active in my former field of study. ●



4 THE CAREER MAKER

My career is most important to me and I like to network. ●



AREND MEIJERMAN

Business Developer & Liaison Asian Development Bank at the Dutch Embassy in the Philippines

"I find it important that my work has an impact. My role enables sustainable solutions from the Netherlands to be applied in the Philippines. I am not involved with WUR on a daily basis but it does play a role in my professional life. I would love to attend alumni activities in Manilla to discuss WUR themes." ●

(MSc International Development Studies 2019)

Young alumni want different things, but what are they?

In our 'Young Alumni Journey' we used interviews, surveys and focus groups to establish five different personas that represent the majority of our young alumni. By taking the wishes of each persona into account in our annual agenda and communication, we hope to convince more alumni to participate in dedicated activities and maintain their relationship with WUR.



Young University Fund & Alumni (YUFA)

To realise our goal of involving students and young alumni in UFW at an early stage – and following the dissolution of the alumni association KLV (page 18) – our student committee YUFA has taken over from the Young KLV ambassadors. YUFA's activities mainly focus on two subjects: good preparation for the labour market and developing skills for the student days, work or personal development. It organises educational and fun activities on a regular basis for this purpose, including workshops about LinkedIn, entrepreneurship, debating, dealing with stress and creating a CV, as well as being involved in organising the Teacher of the Year Award. YUFA therefore serves as an important link between being a student and becoming a young alumnus. ●

More information

www.universityfundwageningen.eu/yufa

5 THE MULTITASKER

Multitaskers have a hectic life combining career, family and social life. They are proud of their Wageningen roots and happy to maintain a relationship with WUR via useful activities or information. Because they are busy multitaskers prefer easily accessible events, such as activities nearby or those that can be attended remotely. ●

ARJAN BIJSTERVELD

Cultivation consultant in agriculture, arable farming and cattle farming

"I have attended some alumni activities when I was in the area. I like meeting people from various fields and learning new things. Living in North Groningen, activities are often too far away. And besides my job as cultivation advisor, I work on my parents' farm in the evenings and weekends and I am a member of various associations. This leaves little time for attending events. I would however like



to be kept informed about the latest developments so I can substantiate my advice scientifically. Phone calls with scientists or online webinars are great, although they do lack the networking aspect." ●

(MSc Plant Sciences 2018)

Wageningen Ambassador Gerda Feunekes:

“Wageningen students and alumni are perfect leadership material”

Students looking for an extra challenge in addition to their Bachelor studies can follow a two-year WUR Honours programme. A range of extracurricular courses enable them to gain additional knowledge and skills in preparation for the labour market, such as the Leadership Track. The Leadership Track teaches a theme with which many Wageningen Ambassadors are very familiar so students are given the chance to shadow an Ambassador for a day. These ‘shadowing’ days took place via online interviews in 2020 due to the pandemic.

What do the Wageningen Ambassadors do?

The Wageningen Ambassadors are alumni from WUR with a leading role in the industry and/or government, who wish to contribute to WUR. By using their network, experience and financial means, they aim to build a bridge between WUR and society by supporting activities that have a social impact, such as those which stimulate entrepreneurship among students or facilitate a dialogue related to Wageningen themes. They also host workshops or act as a coach in specific programmes. Via the Wageningen Ambassadors, UFW tries to contribute to key extracurricular activities and help connect students and alumni who have already made great strides in their career.

Gerda Feunekes (Human Nutrition, 1989), director of The Netherlands Nutrition Centre Foundation (Voedingscentrum) and, since 1 January 2021, chair of the Wageningen Ambassadors, has been part of the programme for years. “I would have enjoyed it very much had I had the opportunity when I was a student. It’s very difficult to see what your career will involve in the future as a student and I certainly never thought I’d one day be director of the Nutrition Centre.”

Feunekes has gained lots of experience in leadership positions throughout her career, something that led Wageningen student Ynte Biemans (BSc Nutrition and Health) to approach her for an interview. “Leadership was always an abstract thing to me, something that mainly involved instructing others,” says Biemans. “Gerda Feunekes taught me that leadership is today more about motivating people to be leaders themselves so that they feel responsible for their own contribution.” This trend is reflected in her leadership style, says Feunekes: “People should feel that you trust them and want to help them apply their expertise in the best way possible.”



Gerda Feunekes (right) with honours students Eline Huijing (middle) and Ynte Biemans (left)

According to Feunekes, Wageningen students and alumni are perfect leadership material. "Many have the intrinsic drive to make the world better. They are used to working together and approaching issues in a multidisciplinary way. In contrast, they are also generally quite modest." In this respect Wageningen students and alumni should learn how to step out of their comfort zone more and start a dialogue. This is one of the reasons why the Wageningen Ambassadors enjoy contributing to WUR. "Recognising that we owe a lot to Wageningen, the Ambassadors like to give back to their alma mater. That's why we contribute to activities which connect the university to society, such as TEDx Wageningen and student challenges. And sometimes we also support causes such as the Belmonte Arboretum Fund and the Emergency Fund for students."

Student Eline Huijing (BSc Biotechnology) interviewed Wageningen Ambassador Margrethe Jonkman, director of Friesland Campina, and two other employees with leadership positions in the company. "I learned a great deal about how leadership works on various levels." In addition to shadowing an Ambassador, students also had the opportunity to attend a workshop on leadership styles and

benefit from coaching during the Leadership Track weekend. Students Biemans and Huijing are now much more aware of what to expect if they were to have a leadership position in the future. "It was both fun and educational to take a look behind the scenes in practice," says Biemans, although it was still too soon to tell whether either student would want to hold such a position in the future.

The following projects were supported by the Wageningen Ambassadors in 2020

- World lectures*
- Leadership Track (part of WUR's Honours Programme)
- Young Alumni Journey
- Wageningen Youth Institute
- Wageningen Business Day*
- WUR Student Challenge: Urban Greenhouse Challenge 2020
- TEDx Wageningen
- Emergency Fund for students

* these activities did not ultimately take place in 2020 due to COVID-19.

The abridged financial statement gives an overview of the income and expenditure of the foundation over the year 2020.

Valuation principles for the balance sheet

The financial statement of the foundation is composed in accordance with the RJ 650 guideline for "Fundraising institutions" of the Dutch Council for Annual Reporting. Unless stated otherwise, the valuation of the assets and liabilities takes place at nominal value. The financial fixed assets are valued at market value. Receivables are valued at nominal value, minus a provision for doubtful debts where necessary. The foundation capital distinguishes between reserves and funds. The designation funds are a separate part of the established capital, of which the limited spending options are determined by third parties.

Principles for result determination

Taking into account the valuation principles, the result is determined as the difference between income from

fundraising, third-party activities and other income, minus the expenditure throughout the year. Unless stated otherwise, the income and expenditure are accounted for in the year in which they occurred.

Auditor's report

The financial statement was composed by Verenigen Beheer Nederland BV and assessed and approved by Schuurman & de Leeuw Accountants in Wageningen. The purport of the auditor's statement is as follows: "Based on our assessment, the financial statement included in this annual report provides a faithful representation of the scope and composition of the capital of University Fund Wageningen (UFW) on 31 December 2020 and the result over 2020 in accordance with the Guidelines for Annual Reporting, and guideline 650 for 'Fundraising institutions' in particular." ●



Balance on 31 December 2020

Assets

Financial fixed assets	921,887
Receivables	70,820
Liquidities	4,518,154
Total	5,510,862

Liabilities

Reserves & funds

Foundation capital	552,731
Continuity reserve	396,154
Total	948,885
Funds	4,394,257
Short-term debts	167,719
Total	5,510,862

Fund progress

Named funds

Balance on 1 January	1,938,116
On: Received donations	804,314
Off: Gift fee	-410,740
Off: Expenses/advance	-294,726
Balance on 31 December	2,036,964

Fundamental Change and other WUR projects

Balance on 1 January	538,867
On: Received donations	3,869,903
Off: Expenses/advance	-2,051,478
Balance on 31 December	2,357,292

Income and expenses in 2020

Income

Income from private individuals	847,911
Income from companies	60,000
Income from nonprofit organisations	3,836,558
Income from investments	-23,697
Total	4,720,772

Benefits in kind	168,627
Total income	4,889,399

Expenses

Spent on causes	
Named Funds	705,465
Food for Thought	20,389
Fundamental Change and other WUR projects	2,031,089
UFW projects	24,573
Total	2,781,517

Recruitment costs from benefits in kind	154,261
Management and administration costs for account UFW	107,752
Management and administration costs from benefits in kind	14,366
Total expenses	3,057,896

Balance of income and expenses	1,831,503
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Addition/reduction

Designation named funds	98,849
Designation fund Food For Thought	-20,389
Designation fund Fundamental Change and other WUR projects	1,838,814
Mutation continuity reserve	-85,771

Full financial statement

The complete text of the financial statement and the management report is available via www.universityfundwageningen.eu

Support a specific goal within the University Fund Wageningen

The University Fund Wageningen managed 28 named funds in 2020, all of which are contributing to the growth and flourishing of research and education at Wageningen University & Research. This year we raised a total of € 848,311 for these funds.

STIMULATING RESEARCH

Fund stichting ECAF

for classical grains

Fund de Vos

for vector-borne diseases

Food Security Fund

for food security

Hans de Jong Fund

for bulk goods

L. Bos Fund

for ecological plant virology

Leniger Bruin Kühn Fund

for food technology and food security

Nico Buisman Fund

for environmental technology

Plant Resources of the World (PROW) Fund

for useful plant species in developing countries

Rob Goldbach Fund

for virology

TALENT DEVELOPMENT

Fund Niels Smith

for top athletes

Marcel van Poecke Fund

for entrepreneurship

Middelhoven Fund

for an internship or study trip in Microbiology

Aalt Dijkhuizen Fund

for visits to an institution abroad

Named funds offer students, (young) scientists and other staff members at Wageningen University & Research the chance to build on their (international) experience and strengthen their position in the labour market, while international students receive a grant to study in Wageningen. Donors who make a large donation can consider setting up a named fund. The donor can decide on the name of the fund and choose a specific objective, as long as this is within the general objectives of UFW. Below you can read about the specific aims of these various funds.

If there is a particular subject that you would like to support or you require more information on a fund, visit www.universityfundwageningen.eu

Would you like to set up a new named fund yourself? Contact us at ufw@wur.nl for more information.

YOUNG RESEARCHERS

Huub en Julienne Spiertz (HJS) Fund

for young agrobiologists and crop scientists

Lucie Timmermans Fund

for female animal scientists

Marina van Damme Fund

for talented female WUR alumni

Storm - van der Chijs Fund

for female WUR scientists

Wellensiek Fund

for doctoral research in horticulture

MISCELLANEOUS

Fund Belmonte Arboretum

for the maintenance of Belmonte Arboretum in Wageningen

KLV Fund

for alumni initiatives

Fund Wageningen Ambassadors

for a bridge between WUR and society

SCHOLARSHIPS

Anne van den Ban Fund

for students from developing countries

Dairy Science & Technology Fellowship

for an MSc specialisation Dairy Science & Technology

Gijsbert Oomen Fund

for Indonesian students

Pavlos Condellis Fund

for Greek students

CFW Fund

for Nutrition or Food Technology students from developing countries

Future Animal Nutrition Africa (FANA) Fund

for Animal Nutrition students from Africa

Paul Speijer Fund

for Plant Sciences students from Africa

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Alumni relations manager

Denise Spiekerman
Alumni relations manager

Sacha Tijnstra
Communications officer

Fusien Verloop
Director a.i.

Erik Vleeming
Operations coordinator

Susanne van der Vliet
Events coordinator

Delia de Vreeze
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(until 15 February 2021)

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University Fund Wageningen

*Algemeen Nut
Beogende Instelling*

ANBI

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ANNUAL REPORT 2020